



EATON'S *Spring Dance*

Contacts

APRIL 1947



Easter Dedication



Age after age, two thousand troubled years
Has rolled our earth since that first Eastertide;
Yet still His mission fails beneath the spears
While in Judean hills the warriors stride.
Was then that resurrection and that pain
So wasted men should make it ever vain?

Stark stood the cross on ancient Calvary's brow,
And yet, in its grim shade forgiveness grew.
Can we, who mourn a million crosses now
Still then forgive—"they know not what they do"?
But shall each Easter come and still remain
The human carnage and th' inhuman pain?

The slow sun swings into a higher arc,
The birds return, the first new blossoms wave
As in the past, after that tragic dark
When the bright sun revealed the empty cave . . .
Still hates and fears the heart of man imprison,
E'en though the Master in his love has risen.

O'er the wide earth the crosses multiply
And the false prophets speak with strident voice,
While in the hell's crusades the millions die
As in the signs and wonders fools rejoice.
Science, their god, has turned the secret page—
And loosed the rocket, brought th' atomic age!

What can we pray for, on this Easter morn,
To still the sounds and furies, scorn and strife?
What is the creed, and where may Peace be born—
Is war the legacy, life after life?
Men pause 'twixt faith and tortured fantasies;
Who now is Christ, and who the Pharisees?

Again Gethsemane's bitter draught man sips;
The sins and cruelties by Fear bestowed.
Oh, may the cup be taken from his lips,
For he is faint, sick, bowed beneath the load.
Out of man's heart, O Lord, cast now the hate
And unto love let him be dedicate.

Must one belief mean hating all the rest?
Is there no common ground, no simple creed
That can man's heart with reverence invest
And build a temple now, to suit his need?
Out of the wilderness of cruel fray
Can man not find a higher, holier way?

What is a race, a nation or a land?
When by swift couriers of the upper air
Today man's earthly universe is spanned
From west to east, encompassed everywhere—
When by man's hand, man's very life can cease
And in destruction, bring the ultimate peace?

What then to do, for the great Eastertide?
Man must be dedicated to the need
To resurrect a Faith, at Freedom's side,
That shall subdue intolerance and greed.
In one great pilgrimage for world-wide good,
To pray, and work and live—for Brotherhood.

—W. E. Gray



CONTACTS

APRIL, 1947

WELL DONE, ASSISTANTS!

Mr. R. H. Craik,
President, Eaton Assistants Association.

On behalf of the management I wish to congratulate the Assistants Association on the magnificent success of the Spring Dance recently sponsored by them at the Civic Auditorium.

This was indeed a major undertaking. The success achieved denotes thorough organization, careful planning and vigorous follow through.

The dance gave a great deal of pleasure to a great many Eatonians and their friends. Such social gatherings provide an opportunity for us to meet and know each other better. As a result new friendships are made, which help to broaden our outlook on life.

And so to all members of your association: **Thanks for a job well done!** You have exemplified the fact that when Eaton's plan anything they do it well!



Spring Dance Hits Heights of Enjoyment!

The camera catches a cross section of Eaton's spring dance on Wednesday evening, March 19th, at Winnipeg's Civic Auditorium. Over 4,400 Eatonians and their friends attended. In the picture a dance number has just ended and we see but part of the great gathering on the dance floor. Above in the balcony another gay throng is "sitting this one out."



"LETTERS OF CREDIT"



Mr. George Firth

A letter of appreciation has come to the Company from Mr. C. K. Lockwood, sales manager Stainless Steel and Alloys Division, Shawinigan Chemicals Limited, Montreal. Mr. Lockwood writes:

"I would like to take this means of expressing my appreciation for the courtesy shown me by Mr. George Firth of your men's furnishings department, who was

able to outfit me with some very badly needed items when my baggage was lost in the station during a recent trip to Winnipeg. It was certainly a pleasure to find someone who would take such a real interest in these days and I could not let it pass without expressing my appreciation."

* * *

Brotherhood Railway Carmen of America

Mr. B. C. King, Recording Secretary at Winnipeg, Writes:

"Dear Sirs:

"With reference to the baskets of fruit sent to our sick members through the medium of your department, I am instructed, on behalf of the officers and members of the above lodge, to express our sincere thanks for the splendid service rendered by sales 17.

"We deeply appreciate the courtesy and promptness with which this young lady handles our calls, and commend you upon having such an efficient member on your staff."

*

Sales No. 17 is Miss Irene Townsend, third floor fruit section, who is to be commended for the high calibre of her service to this customer.

And thank you very much, Mr. King, for your kind letter!

The All-Embracing Catalogue!

Mrs. T. T. Fletcher, R.R. 2, Milner, B.C., Writes:

"Will you please send C.O.D. 2½ yds. of White Woollen material suitable for a 'teen-ager's Shortie Coat, 54 inches wide.

3 yds. lining, 39 inches wide.
1½ yds. interfacing stiffening.

"Your catalogue is a great help to country folk, bringing modern fashion to remote districts, giving a price check when buying locally, providing entertainment and last but by no means least, cut-outs for the children. Thanking you for the satisfactory way you have filled our orders in the past and hoping you will be able to supply."

* * *

"Dear Friends:

"We write to ask you if you have any large size fur gauntlets for sale. Ones that are large enough to put a wool mitt in to pitch hay with.

"Were it not for the Bible as a guide to life, and Eaton's Catalogue as a guide to prices, the people of Western Canada would have a harder time to live.

"Trusting you have some sheepskin or fur gauntlets for sale and extending greetings from Alberta, I am,

"Gratefully ever,
"R. S. MacIntyre."

Welcome To Winnipeg, Miss Reidy!

Visiting Winnipeg for the first time, Miss Jean Reidy of Red Deer store's general office, dropped in to say hello to Contacts, early last month. Born in Red Deer, Miss Reidy has been eight years with Eaton's. "I enjoy so much meeting people to whom I've been writing," confided Miss Reidy. Well, the feeling is mutual, Miss Reidy. Sorry you didn't have time to have a picture taken, but perhaps you'll favour us next time!

A Salute to Harold Stinson

Editor of Eaton's Hamilton "Bi-Weekly" Lays Down His Pen

Editor of the "Bi-Weekly" since its inception in 1934, Mr. Harold Anthony Stinson recently laid down the editorial pen and will continue his responsibilities with the merchandise department at Eaton's, Hamilton.

Like many others, we have always considered the "Bi-Weekly" one of the bright stars in the firmament of staff publications. Under the guidance of Mr. Stinson, its pages have been a source of inspiration as well as information. Moreover the "Bi-Weekly" has always reflected a friendly warmth—a liking for people. Never absent was a sympathetic interest in human problems. Never slighted was the daily round of seemingly little things that often are so important to the individual. Without these elements no staff publication can thrive.

When east in the summer of '45, we were privileged to spend a day with Mr. Stinson. As he introduced us around the Hamilton store and the Eaton knitting factory, we were struck with the undisguised affection in which Harold is held by Hamilton Eatonians. And now, as he devotes himself to other responsibilities, we say: "Well done—may good health and good fortune attend you."

Meanwhile welcome to Miss Shirley Sanderson, new editor of the "Bi-Weekly." May your efforts be crowned with success!—(Bill Hurlburt.)



Mr. J. L. Mackechnie Addresses Assistants

Recently returned from a European business trip, Mr. J. L. Mackechnie, fourth floor merchandise office representative, was guest speaker at the monthly dinner meeting of the Eaton Assistants Association Thursday evening, February 27th, in the grill room.

Functions of a Fashion Buyer

Introduced by President Harry Craik, Mr. Mackechnie spoke on the function of buying and selling fashion merchandise.

He traced the operations of a buyer who goes to the fashion centres of Europe, England and the American continent. He also touched upon his visits to the establishments of those top dressmakers of the world: Schiaparelli, Patou, Lanvin and other famous couturiers. Promotion of fashion merchandise upon its arrival in the department was likewise discussed by Mr. Mackechnie.

The association's thanks to Mr. Mackechnie was extended by President Craik. The address, said Mr. Craik, had been most interesting and enlightening to those of fashion and non-fashion departments alike.

A short talk on safety followed, the speaker being Mr. A. McIntosh, factory inspection staff of the Department of Labour. Mr. McIntosh spoke of accident hazards in industry and the need of safety consciousness. A National Film Board picture was then run off. It gave vivid examples of accidents caused by carelessness and how to prevent them. Thanks to Mr. McIntosh was also expressed by the chairman. A most worthwhile meeting, gentlemen!



RECENT APPOINTMENTS

Toronto

MR. A. PARK of department 259, College Street Store, Toronto: Senior buyer for electric refrigeration for all stores of the Company in Canada. This is in addition to his present duties.

Winnipeg

MR. W. RAWCLIFFE of Winnipeg Store: Senior buyer for washing machines and laundry equipment for all stores of the Company in Canada. This is in addition to his present duties.

MR. J. K. BARLING: Representing the merchandise office in department 201, until further notice.

Department W259—Electric Refrigerators;
Department W260—Radios, music, instruments, records: MR. D. L. SMITH, first assistant.
Department W360—Pianos: MR. J. A. ARGUE, first assistant.

Calgary

Department C300—Lunch Counter:
MR. S. MYLES, head of department.

Moose Jaw

Advertising: MR. M. R. SHEPPERD, head of department.

MR. J. DAWKINS, first assistant.

Department MJ 237: Men's children's, women's shoes and rubbers—MR. A. W. CROSS, first assistant.

Department MJ201—Gloves, hosiery, umbrellas, handkerchiefs, neckwear:

MISS M. MOFFAT, first assistant.

Port Arthur

MR. J. A. SNOWDEN: Assistant to Mr. W. T. Thomson for all business.

WELCOME BACK!

Sgt. David E. Millar (122c), Winnipeg.



ALL OUT FOR THE RED CROSS!



The T. Eaton Co., Limited Contributes \$40,000 to Red Cross Drive

The T. Eaton Co., Limited, has contributed \$40,000 to the current Canadian Red Cross campaign. In an announcement from Toronto, it was intimated that the amount will be divided among the provinces of the Dominion with a view to aiding each in attaining its objective. This is a company contribution, and, of course, will be augmented by subscriptions of employees of the organization throughout the country, where the canvass is still in progress.

Winnipeg Staff Over The Top!

In addition to the Company's contribution, late figures as we go to press show a total of \$6,300 contributed by staff and management of Winnipeg store to the Red Cross campaign of 1947. This tops our 1946 subscription—and the end is not yet! Before Contacts is off the press it is expected that our contribution will reach the \$7,000 mark!

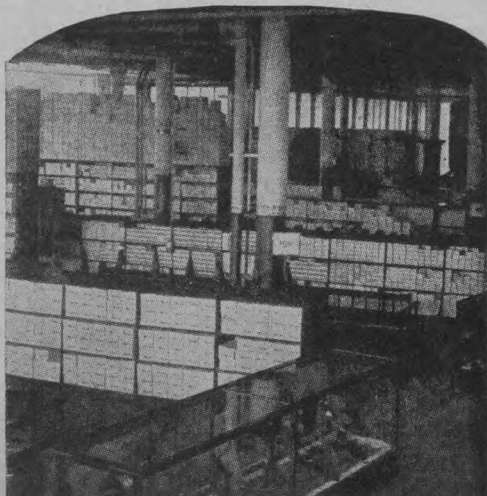
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Contrast!

What a far cry from the old days is the women's shoe department now! Eaton architectural specialists recently gave it a complete "face lift." Today it is indeed a thing of beauty with its softly carpeted floors; its lovely and highly modern display fixtures, providing easy access to the shopper. The predominant colour is green, in varying tones. The chairs a soft, deep green, blend beautifully with the sea foam tones of the new display counters, atop which are pretty potted ferns. An added note of smartness and comfort will be settees in cool green arranged around the pillars.



Here pretty shoes for practically every purpose under the sun are so cleverly displayed that Miss 1947 can see at a glance what she's looking for!



Back in Button-Boot Days!

Miss Winnipeg had just as pretty ankles in those distant nylonless days—and Eaton's had the stylish footwear she wanted—then—as now.



"The ever-whirling wheel of change" . . . a glimpse of the women's shoe department about 30 years ago.

Four

"It's Loveliness Increases . . ."

◇

"A thing of beauty is a joy forever . . . its loveliness increases; it will never pass into nothingness." —Keats.

◇

It is with pride that we feature these glimpses of recent remodelling in the china department. Gone is the Blue Room. The section it occupied has been opened up providing a better view and easier access to the department's hauntingly lovely china and old world treasures.



The remodelling was designed by our construction department and executed by Eaton carpenters and painters. The lovely canopy effect in the upper picture provides a focal point of interest for those who love to browse among exquisite china—and who doesn't?

Time Marches On . . .

Just for contrast's sake here is a picture of our china department when mother was a girl—or about three decades ago!

◇

A glimpse of Winnipeg store's china department in the long ago.





Shown above, the lovely models in the last presentation of the evening, the evening gowns.

Inset: Miss Wilma Blocher, stylist, under whose direction the show was such a success.

The Look of Fashion Is Individuality.

Eatonians Get Glimpse of Spring Fashions

An air of enchantment was lent the grill room during the annual showing of Spring Fashions in early March. On the 12th of March, the show was enjoyed by those Eatonians connected with fashion.



An appetizing dinner was served under the soft lights of the grill room, which was beautifully decorated with silver-green leaves winding round the tall columns, and fresh, pretty flowers on the tables.

Then, like the opening of a play, the orchestra began tuning up, the audience scanned their programmes, and the curtain was drawn aside.

Miss Wilma Blocher, as smartly dressed and as poised as her lovely models, came forward to introduce the show, throughout which she gave an interesting and most helpful commentary. The show, as all who saw it know, was skilfully planned and beautifully presented.



The feature presentation of the show, the bride's and bridesmaids' gowns. (The lovely bride is Kay Wright, an Eatonian.) The bridesmaids: at left (in blue) Joyce Hardiman and Marjorie Graham, in deep rose.

Schiaparelli — Afternoon dress and jacket featuring barrel skirt with godets around the waist and small, closely fitting jacket.



Jacque Fath — "La Bouree" afternoon dress featuring hobble skirt with swathed and draped hips.



Parisian Loveliness... Via Air Express

In obtaining these Paris Originals, Eaton's brought you the aristocrats of fashion! Seeing them is an education in itself, for from them comes the fashion picture of tomorrow! They are the nucleus around which fashion trends are born! They are the ideas, the inspirations of the topmost, the leading designers of the world — the Paris couturiers!

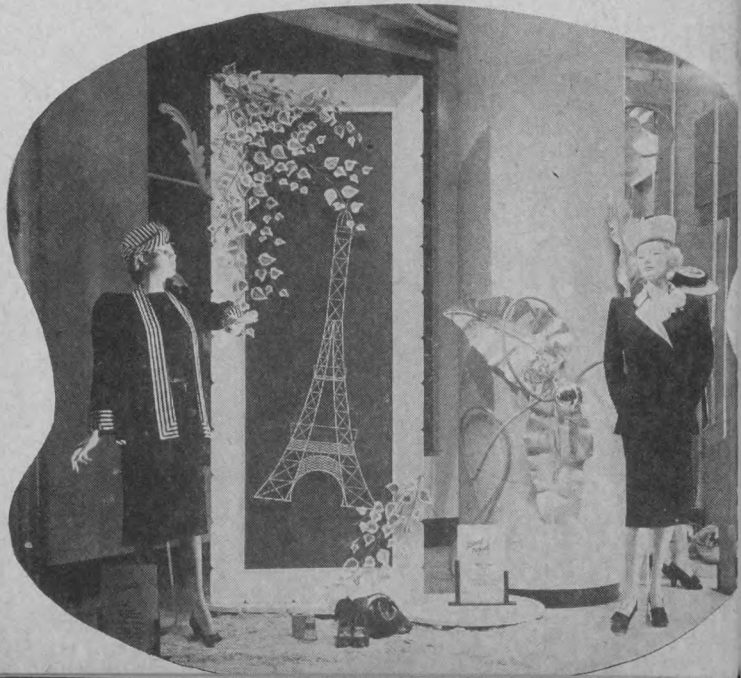
These pictures show two of the eighteen windows which proudly displayed the Paris and London Originals last month. The Winnipeg public gazed in admiration and awe at such mastery of design and workmanship.



Lanvin — "Kodak" two-piece afternoon ensemble. Importance of stripes in jacket lining and facing and in cap-effect hat.

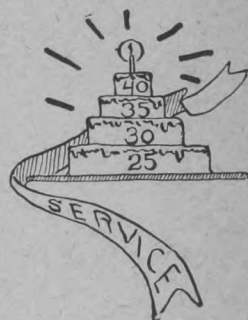
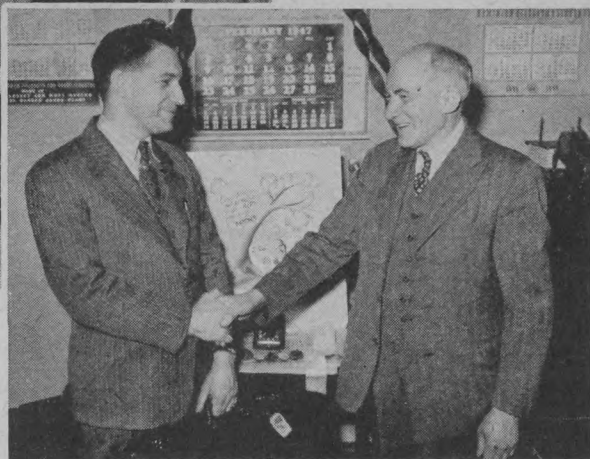


Robert Piguet — "Rond Point Suit." Showing wrap-around skirt buttoned to jacket.





Picture at Lower Right: "Congratulations, Phil," says Mr. D. Foster, head of department (left).



Phil Benest Reaches 40th Milestone With Eaton's

Genial Channel Islander Honoured Both By Eaton Associates and Business Connections

One of the best known and most popular carpet men visiting the Canadian markets is Mr. Phil Benest, first assistant in the mail order carpets. And so, when they learned of Phil's approaching anniversary, the combined floor coverings manufacturers decided to honour him with a testimonial dinner.

This was held at the Montreal Athletic Club on February 5th and during the evening Mr. Benest was presented with a handsome travelling clock. Mr. George Tucker, of Congoleum Canada, did the honours. Others attending were: Mr. John Taylor and Mr. George Brodie also of Congoleum Canada; Mr. Frank Magill (formerly air marshal) of Dominion Oilcloth Co.; Mr. George Robischon, Barry & Stanes; Mr. John Campbell, Barry & Stanes. From Eaton's: Messrs. John Allen and Owen Branscombe, Moncton; Mr. Doug Foster, Winnipeg.

Eatonians' Tribute

When Mr. Benest's big day arrived February 28th he was back in Winnipeg in time to receive another ovation, this one from his associates here. On this occasion Mr. Doug Foster, head of department, congratulated Mr. Benest on behalf of the staff. He stressed Phil Benest's fine loyalty to the Company—he has made a lot of friends for Eaton's and himself, said Mr. Foster. He has "guided this mail order ship through two

wars; through good times and bad and come through with flying colours."

Mr. Foster also spoke of the testimonial dinners tendered Mr. Benest at Montreal and in Brantford, Ont., at the Brantford Club, presided over by Mr. Malim Harding, son of the founder of the Harding Carpet Co., Ltd. Again on leaving Toronto, Mr. Benest had been presented with a fine leather wallet by his old friend, Mr. Bob Rooney.

On behalf of the girls and boys of the city and mail order carpet departments, Mr. Foster then presented Mr. Benest with a handsome leather travelling case.

"One Dozen Roses"

Mrs. Benest also shared honours with her husband by receiving a lovely bouquet of roses. Finally, in the evening, the carpets gang surprised Phil at his home with a bang-up party.

Philip D. Benest came to Canada from Jersey, Channel Islands, 42 years ago. He still retains the accent of that garden-like island where, declares Phil, "cabbages grow up to 15 feet high."

He plans to return someday to that gentle clime where he will be a gentleman of leisure. Who wouldn't!

Best wishes on your 40th, Phil, from a host of admirers!

* * * *

Joseph Taylor 35 Years With Eaton's

Veteran Decorator Presented With Travelling Bag

From the picturesque little village of Uckfield, Sussex, Mr. Joseph Taylor came to Canada in 1910. It was in England that he, like many other of Eaton's decorators, learned the decorating trade. He became an Eatonian on March 7th, 1913 and spent 13 years at outside jobs for the Company. For the past 22 years Joe has been with the office staff.

He is an art lover and a good deal of his spare time is spent in painting. Deeply interested in church work, he is an active member of the Gospel Hall.

As a congratulatory gift from the department, he received a smart brown travelling bag. Mrs. Taylor, too, was remembered on the anniversary with a beautiful bouquet of flowers.

Eight





Top Row shows scenes from the dinner tendered Mr. Hansen at the Antique Tea Rooms.

Bottom Row—Left: Head table guests (left to right), Mr. W. Rowell, Mrs. Hansen, Mr. Hansen, Mr. Bert Mudge (hiding behind the flowers). Other head table guests were: Mrs. C. A. Campbell, Mr. A. D. MacDonell, Mr. Jack Patterson, head of department; Mr. T. McQuade, first assistant; Miss Lil Fairey, Vic Taylor, Doris Smith, Gladys Piggott and Mr. Jack Moir. Centre: Mr. Patterson makes a presentation to Mr. Hansen. Right: Mr. A. D. MacDonell tenders the Company's thanks to Mr. Hansen for his long and devoted service.

Julius Hansen Celebrates 35th Year With Eaton's Associates Tender Him Complimentary Dinner

When Julius Hansen's 35th anniversary dawned on February 28th, his associates in the gloves and hosiery department honoured him with a complimentary dinner at the Antique Tea Rooms.

Mrs. Hansen was also a guest of honour and can be seen in the picture wearing a lovely corsage for the occasion. Added pleasure for Mr. Hansen was the presence at the dinner of his old friends of many years, Messrs. W. Rowell, Bert Mudge and Jack Moir.

On the entertainment side was the fine vocal selections by Fred Neville. There was community singing too, with Vic Taylor as accompanist.

During the evening Mr. Hansen was presented with a pen and pencil set as a memento of affection from his co-workers. In the absence of Mr. C. A. Campbell, supervisor, who is now overseas, honours were done by Mr. Jack Patterson, head of department. Mr. A. D. MacDonell added his personal congratulations and thanked Mr. Hansen on behalf of the Company for his long and devoted service. A lovely bouquet of spring flowers was also presented to Mrs. Hansen.

Julius Albert Hansen was born in Oslo, Norway. Coming to the United States he was for a time in New Hampshire, Boston and Two Harbours, Minn. Finally, on February 28th, 1912, he joined Eaton's.

Mr. Hansen's entire service has been spent in the gloves and hosiery. He has worked under six supervisors: the late Mr. McMurty; the late Mr. Fred Rogers; Mr. J. W. Scott; the late Mr. J. Mitten; Mr. J. Stronach; and his present chief, Mr. C. A. Campbell.

Mr. and Mrs. Hansen have one daughter, Mrs. Leslie Forsyth, Watrous, Sask.

A member of the Swedish Lutheran church, Mr. Hansen's hobby is chiefly puttering around the garden. Many old friends across the western network will join us in saying: "Congratulations, old-timer and many happy returns."

* * *

Off to Australia

Another highlight of the dinner for Mr. Hansen was the presence of Edith Howard (men's socks) who since left for Australia to be the bride of Colin Hardy late of the R.A.A.F. Edith sailed from 'Frisco on March 20th and will be married on April 17th. Bon voyage and best of luck!

ACHIEVE THE MOST . . . BY KNOWING THE WORST

In testing an employee's aptitude for a job, J. W. Fleury, industrial psychologist with B.C. Electric Railway Company, has this advice to offer.

"In business and industry, the most important thing is to know the liabilities. In ability, you have the assets . . . the capabilities that show industrial worth. But it is the liabilities with which you must contend. Know these, and you know the person's real and potential worth to the organization.

"Management can then accept a worker with a full knowledge of his 'balance sheet.' The great majority of men and women possess a range of ability that will fit them to perform many jobs. It is the weaknesses in personality . . . these troublesome liabilities . . . that undermine their value.

"It is then the concern of capable management, aided by trained personnel workers, to aid the employee to amortise these liabilities to obtain a human balance sheet that will show a satisfied, well placed man or woman delivering efficient service to his employer. By this means only will maximum efficiency be obtained in every phase of modern industry."

—Western Business and Industry.



What's What in 22 Department

Fred Wilson Has Happy 35th!

Yes, that son of old Erin, that likeable custodian of 22 stock, Mr. Fred Wilson, celebrated his 35th year of service on Wednesday, March 12th.

Born in Belfast, Ireland, Mr. Wilson chose Canada for his adopted home, joining the staff of The T. Eaton Company in 1912. With the exception of his overseas service in World War I, he has had an almost perfect record of attendance at work and points with pride to the fact that never in all those years has he been late.

During the morning the staffs of 22 and 24 departments gathered around while their department head, Mr. J. W. Aker, spoke a few words of congratulations and well deserved praise for the efficiency with which Fred has performed his duties in those 35 years. Following the presentation of a gladstone bag, Mr. Wilson replied in his usual cheerful, informal manner. He thanked all those of the staff who "by their friendly spirit and co-operation, have made these 35 years possible." We had great evidence of just how "friendly" these girls can be as they gathered around Fred throughout the day. Indeed one did not have to observe too closely to know that Fred was enjoying himself immensely since hosts of friends from both store and mail order paid him tribute. Among the first to congratulate Fred was Mr. John Stronach, mail order superintendent, who conveyed greetings from the executive offices. Mr. W. G. B. Dailley also called to express his congratulations.

In the evening the male staff, joined by their former co-workers Messrs. V. Gilmer and F. Caudwell, gathered at the Empire Chateau where they did ample justice to juicy steaks. During the course of the dinner Fred recounted many amusing stories of his career and—well—just many stories! After the dinner the party travelled to the home of Mr. and Mrs. J. W. Aker to top off the evening. The end of a perfect day!

—H. Fotheringham.

* * * *

Tributes Paid Veteran Hosiery Man—

William H. Phillips Completes 35 Years With Company

Imagine yourself in a split tailcoat, striped trousers and a silk toppler! Yet if you were a shop assistant in London at the turn of the century, that's the way you came to work.

And that's the way Mr. William H. Phillips, mail order hosiery, dressed for business before coming to Canada. On Friday noon, March 14th, Mr. Phillips was guest of honour at a luncheon held at the Homestead, to mark his 35th anniversary with Eaton's.

The luncheon followed a presentation which took place in the department when Mr. Phillips received a handsome housecoat from his associates—a cosy companion for his reading hours.

Presiding over the luncheon was Mr. Jack Johnson, head of department. Congratulating Mr. Phillips, Mr. Johnson also thanked him for his valuable support over the years. Stressing Mr. Phillips expert knowledge of hosiery, Mr. Johnson added: "Don't know what I would have done without him during the difficult war period." Mr. W. E. C. Hurlburt also spoke briefly.

Was Dry Goods Apprentice

Responding, Mr. Phillips graciously thanked Mr. Johnson and his fellow workers for their kindness in word and deed. Tracing his career, Mr. Phillips told the gathering that he was born at Brixton South-West—a suburb of London. After a four-year apprenticeship in the dry goods trade, he entered a wholesale house in Canon St., London. Here he spent six years in the women's ready-to-wear and became quite proficient in matching ribbons. Came to Canada in 1908, he farmed until 1911 when he went home to England for a visit. Returning to Canada he worked with the International Harvester

Co. and then at Penman's at Paris, Ont., where he learned something of hosiery knitting. On March 14th, 1914, Mr. Phillips joined Eaton's and his entire service has been spent with the mail order hosiery where his special responsibility is children's stockings. He has gathered a wide experience in working under six managers and in watching the development of the hosiery business.

Orders were easier to fill in the early days, says Mr. Phillips. Colours were very limited and there were not so many to "quarrel over."

"The Rising Generation expect too many privileges," Mr. Phillips opined. "The long hours and exacting discipline of his apprentice days was a 'good schooling' for some of us. It made us appreciate the shorter hours and privileges we have in Canada today." A bachelor, the quiet-spoken Mr. Phillips loves to read good books. He also believes that quiet meditation is good for the soul. Deeply religious, he is an active member of Bethesda Church.

Mr. Phillips (left) and the happy mail order hosiery gang.



Hugh MacDonald 35 Years With Eaton's

Drivers Pay Tribute To Old-Timer

"As you all know well, I'm very seldom at a loss for words, but this seems to be just one of those days," said Hugh MacDonald on the morning of his 35th anniversary on March 19th. About 50 drivers were there to offer their congratulations, for, though Mr. MacDonald is now with freight cartage, he transferred only a few months ago from the drivers' department.

Mr. C. Tucker, head of delivery, congratulated Hugh on behalf of the gathering, and spoke very highly of his work. Especially proud were they of the unselfish devotion of his time during the war to entertaining the armed forces, his enthusiasm in the war bond drives, and his help in any benevolent cause. Mr. W. E. Pickard (superintendent of construction) was also present to congratulate Hugh. A deep salmon-coloured easy chair was presented to Mr. MacDonald, by Mr. Tucker, on behalf of the department.

In the evening of March 19th, Mr. MacDonald was further honoured with a surprise party at his home. A most enjoyable evening was spent, and the guest of honour was presented with a signet ring. Hugh's son, Jim (mail order advertising), made the presentation.

Congratulations, Hugh, on a job well done, and many happy returns.



* * * *

30 Years With Eaton's

Congratulations To the Following Eatonians Who During the Past Month Celebrated Three Decades With the Company:

Mr. Frank Cooper (service meats).....	February 21st, 1917
Miss Kathleen Lewis (mail order copying).....	February 21st, 1917
Mr. Chas. Goodman (men's furnishings, mail order).....	February 26th, 1917
Mrs. Jean Kern (Edmonton general office).....	February 26th, 1917
Mr. Frederick Wallace (basement store).....	March 1st, 1917
Miss Gudron Stefanson (service groceries).....	March 2nd, 1917
Miss Lizzie Charles (women's coats and suits).....	March 8th, 1917
Mr. Richard Wood (drugs, mail order).....	March 14th, 1917
Miss Jessie McNaughton (wages office).....	March 26th, 1917
Mr. Frederick Webster (mail order packing).....	March 26th, 1917
Mr. John Moore (mail order packing).....	March 26th, 1917

* * * *

"Lizzie" Charles Celebrates 30th Anniversary

Sixty-one years of service between them!
Miss Charles (right) and Miss Mary Johnston.

Irish-born Elizabeth Charles celebrated her 30th anniversary with the Company on March 8th. She came to Canada from Cookstown, North Ireland, in 1911, and six years later became an Eatonian.

Mr. G. B. Scrivener, head of department, congratulated "Lizzie" (as she is affectionately known) on her excellent record, to which she graciously replied. Then on behalf of the staff Mr. Scrivener presented her with a beautifully designed studded dress pin.

May we add our congratulations to those of your department, Miss Charles, on a job well done, and wish you many more happy years with Eaton's.



Kathleen Lewis, 30 Years With Eaton's

"They're a wonderful bunch of girls in 116"—Kathleen Lewis of that department told Contacts on the occasion of her 30th anniversary, which the little lady from Leicester, England, celebrated on February 21st.

It seems that the popular Kathleen's desk was not only beautifully decked but also overflowing with gifts in honour of her long service, all of which has been spent with 116 department. Highlighting these treasures was a lovely handbag from the staff. Another gift that will bring constant hours of happiness to the music-loving Kay Lewis was the recorded score of "La Boheme"—a gift from the girls. "I'm very proud to be an Eatonian," declared Kay, and from her tone we know she meant it.

* * *

Fred Wallace Reaches 30 Year Mark!

Congratulations are in order for Mr. Fred Wallace of 901 department, who, on March 1st, completed 30 years' service with the Company. A large console mirror was presented to him, a gift that will add beauty to the new home he is building. Congratulations, Mr. Wallace, here's wishing you many more happy years with Eaton's.

* * *

Mr. Joe Wood Honoured

The three Eatonians in this picture share 91 years' service with the Company. The cameraman posed the trio on Friday, March 14th, Mr. Wood's 30th anniversary. All are with the mail order drugs.

Left to right in picture, Miss Mary Murray, Mr. Wood and Miss Mary Park.



— — — — —

A DATE TO KEEP OPEN! CIVIC AUDITORIUM, MAY 10th

Presentation of Spring Fashions by the Eaton Junior Fashion Council and Junior Executive.

— — — — —

ONE OF "PARTYING-EST" DEPARTMENTS DOES IT AGAIN!

The meat department staff certainly are a sociable gang, they've gone and had another party. This latest one was held at the Credit Union Hall. No need to say how many were there, every one of them who could make it turned up. Music for dancing was provided by records and a P.A. system. Mr. Frank Patry (who else?) was master of ceremonies and to him fell the delightful task of handing

out the prizes. Mrs. D. Horton carried away the big surprise prize of the evening, and Mr. Frank Cooper, 30-year man in the department, was awarded a box of cigars for his terpsichorean skill.

Department parties are real good fun and they create a feeling of friendship and co-operation that makes for better business. Why not arrange one for your department?

* * *

Pictured at Left—The jitterbugs: Mrs. B. Milton and Frank Cooper.

At Centre—Mrs. D. Horton gets the big surprise of the evening. Mr. Patry says: "Nice going!"



Twelve



Timothy Eaton

Quarter Century

Club

Inaugurated 1919



Welcome to the EATON Quarter-Century Club



Top Left—Mr. Wrigley makes the presentation.
Top Right—Miss Palmer (right) is congratulated by her mother.

Lower Right—"Just what I needed," exclaims Miss Palmer delightedly.

Quarter-Century Honours for Grace Palmer

A pair of lovely twin travel cases was presented to Miss Hannah G. (Grace) Palmer, employees' cafeteria staff, on February 24th, in honour of her joining the Eaton Quarter-Century Club. The presentation was made by Mr. Albert Wrigley, head of department, on behalf of Miss Palmer's fellow workers.

Representatives from every section of this big department crowded into the board room to attend the ceremony. Chefs, kitchen assistants, grill room, cafeteria and office girls—and a goodly sprinkling of men attended.

Mr. Wrigley congratulated Miss Palmer on her long service and presented her with a twin travel set, while Mr. W. Sandbrook reminisced in his whimsical way about the growth of the department on adding his congratulations. Miss Palmer "thanked everybody from the bottom of my heart." She had enjoyed working with them all over the years. Also present for the ceremony was Miss Palmer's mother. In the accompanying picture Mrs. Palmer is seen proudly embracing her daughter. Earlier in the day Miss Palmer was also presented with a triple dresser set by her fellow workers in the employees' cafeteria.

Grace is a Manitoban, being from Treherne, Man. She lives with her widowed mother and whenever time will permit they spend their leisure hours on her brother's farm at Grosse Isle, Man. "Many happy returns, Grace!"



"Silverware! Oh, how lovely!" exclaims Margaret.

Mr. Weldon Neelands, assistant, made the presentation of a set of flatware, and commended Miss McDonald highly on the excellence of her work throughout the years.

At a dinner held for her on March 14th, she was presented with a travelling set. A party also was held in her honour at the home of May Mackay.

Margaret is very fond of horses and riding. She is a whizz at playing bridge, too, knits skillfully, and is an excellent cook. No wonder she's popular! Congratulations, Miss McDonald, on a fine record of service, and here's wishing you many more happy years with Eaton's.

* * * *

A Horse For Margaret! — Presentation Marks Wages-Time Office Novelty Bonspiel



It was a happy coincidence that the annual curling jamboree of the wages and time office crowd fell on Saturday night, March 15th, the same date as Margaret McDonald's quarter-century.

Some 50 members of both departments and their friends took over the Civic-Caledonian rink to curl and dance.

It was one of those happy, carefree events where everybody seemed to win. After a couple of hours, the musical klunk of the stanes ended and the gals came in from the frosty air looking all flushed and pretty. But, being wimmin, they still had to primp and touch up the roses. Soon the dance was in full swing as that maestro of the piano, Tom Laidlaw, gave out with everything from Gershwin to Strauss and on to "When Irish Eyes Are Smiling."

About Margaret's Horse

He was such a nice horse, not very big—in fact just a leggy colt with soft, wondering eyes. As Walter Scott had him brought to the platform in a huge box stall, pianist Tom Laidlaw struck a G chord to get attention.

Mr. Scott then called Margaret McDonald to the platform. The horse-loving Margaret appeared suitably attired in jodphurs and was presented with the leggy colt as a memento of her quarter-century. Margaret promptly named him "Charles."

Before greeting his new owner, Charles chummily nibbled a carrot from Walter's hand. He then stood on the piano top for the rest of the evening—wondering, no doubt, what all the stampede was about. Came refreshments and dancing was resumed till midnight. A lovely evening—thanks to the efforts of Messrs. Tease, Neelands, Butland, Thompson, McLellan and committee.

And They Served Overseas, Too! Could You Tell 'em Apart?

That these two charming gals are identical twins, goes without saying. Name is Fumerton. Alice (elevators) is the elder by all of 10 minutes. Mary is with the cashiers.

Born in Northumberland, Eng., the twins came to Canada when three years young.

The girls served together overseas with the C.W.A.C.'s in Holland, Belgium and Germany. Like most twins they are very devoted to each other and wait for one another at the day's end.



Alice

Mary



Above—The presentation.
At Right—Those present at the party.
Many a familiar face here!



Calgary Store Management Honours Mr. Stan Jones

Party At Palliser Hotel — Many Former Winnipeggers Present

The management and department heads of Calgary store gathered at the Hotel Palliser to honour Mr. Stan Jones (formerly Winnipeg) on February 20th. Mr. Jones was presented with a silver tray by the department; Mr. Roy Wren, assistant department manager doing the honours.

Mr. McNeill welcomed Mr. S. Jones to the Quarter-Century Club. He also made a number of amusing and witty remarks in connection with Stan's stay with the Company . . . then presented him with a deck of well-worn and well-marked playing cards. Also a book of figures showing how Stan adds 26 and 42—always making it 58! (Stan is a popular member of the noon-hour club.)

Stan was then presented with a gold expansion bracelet from those present. Mr. Jones then replied, thanking those present; also stating

how pleased he was to become a member of the Quarter-Century Club.

Mr. Jones traced his history with the Company back to the Winnipeg store remarking how he at one time worked in the drug department (washing bottles). He then graduated to what he thought would be a real promotion in the photography department . . . and the job was very exciting (washing film). Stan was plenty tired of soap and water by then.

A jolly sing-song also took place, led by Mr. Shelby Evans. He sang from the bottom of his lungs and Mr. Hugh McNeill was heard to remark that if he (the singer) could exert as much pressure on the boilers when it was 30 below zero, he would really be doing something. Everyone enjoyed the singing very much.

Mr. Gordon N. Hargreaves read 29 telegrams from the different stores . . . friends and manufacturers in all parts of Canada wishing Stan the best.

WANTED—NEW IDEAS!

New ideas are the "life's blood" of any business—especially an institution like ours, which must constantly be alert to changing conditions; to better, safer, quicker methods of operation.

Our Suggestion Committee welcome ideas — big or little. If practicable, these ideas will bring cash awards.

Here Are Three Recent Winners:

Mr. T. R. Lemonton, mail order complaints, hits the jackpot for \$25.00.

Mr. T. S. Giles, receiving room, collects \$10.00. (Incidentally, as a sergeant-major in the Provost Corps Mr. Giles was awarded the M.B.E. and mentioned in despatches.)

Mr. J. Carter, men's furnishings, gets a prize of \$5.00. Sorry, no picture of Mr. Carter. (Formerly with the R.C. A.F. band overseas, Mr. Carter is at present in Deer Lodge Hospital.)

At Left—Mr. R. Lemonton, mail order complaints.
At Right—Mr. T. S. Giles, receiving room.



"Dear Madam"

The writing of a good business letter is important. It not only reflects you, the individual, but even more, it reflects the company you represent.

In theory, it is simply a matter of someone having something to say and saying it clearly and directly. But, too often our composition is clouded with stereotyped words and phrases. We are afraid of the full-stop and so make our sentences long and windy, punctuated only by the odd coma used, frequently, in the wrong place.

Sometimes long sentences are necessary and unavoidable. But, then, the proper use of commas or, where indicated, a semi-colon will preserve clarity. Here are some notes for business correspondents. We think they are worth study:



"WHAT THE HECK DO THEY MEAN?
- @ ☆ !!!

THOSE OUTWORN PHRASES

1—Deal directly with your subject, avoiding the use of outworn stock phrases such as "With regard to same," "Your valued order," "And contents noted," "And we regret to state," etc.

2—Observe a simple courtesy that implies the respect for the customer that you feel for the company and yourself.

3—Don't use a big word when a smaller or simpler one would do. Dr. Johnson, who compiled the first English dictionary, once said, "The best English is that which most clearly expresses your meaning in the fewest possible words."

4—Don't "alibi." It is a waste of time and words and will fail to interest your customer. Besides, the effort will confuse your thinking.

5—Be careful of your use of "strange" words. When necessary, use one, but stop and think if one or



two simple, everyday words would not express your meaning just as clearly.

6—Syntax is defined as "The correct arrangement of words in sentences." To be clear in your meaning you must have good composition. To have good composition you must observe the rules of syntax. Refresh yourself on these rules and criticize your correspondence for clarity.

7—Remember the three "C's" of business correspondence: Composition, Clarity, Courtesy.

8—Punctuation marks represent the pauses that, with inflection, give emphasis and clarity in speech. Use them!

9—Try to keep your sentences short.

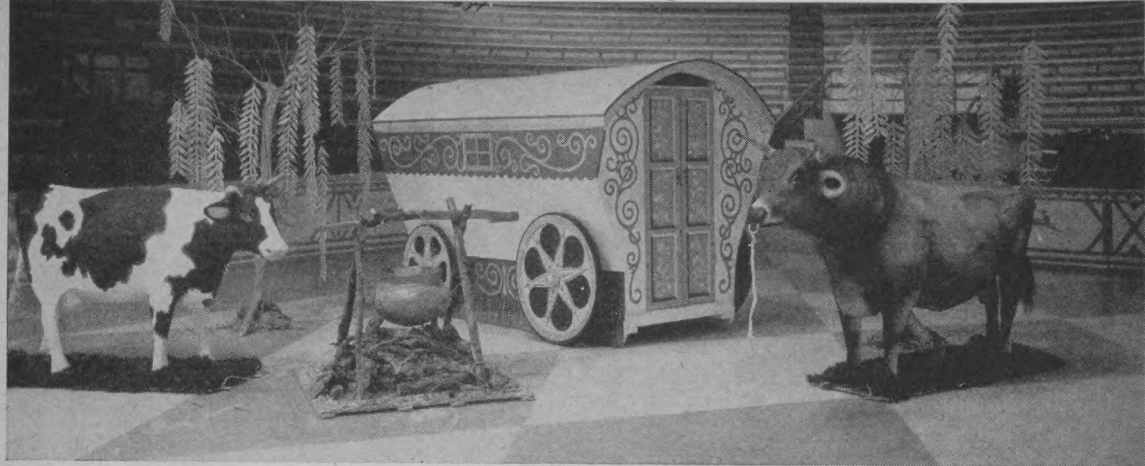
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HERE'S A HELP!

For those sincerely interested in improving their business correspondence we recommend a slim book entitled "How to Write Successful Business Letters," by M. M. Swartz. The price is \$1.00 and it may be procured in our Book Department.

THAT'S WHAT WE WANT
MOTHER, FINE, FINE!





GYPSY CARAVAN

Beef on ice usually conjures up dreams of thick, juicy steaks or Sunday roasts—but the life-size "cattle" in this pastoral scene were created by Eaton craftsmen. Also the caravan. If you attended the Winnipeg Winter Club Carnival you will recall the set.

And did you notice the decorated panels that went right around the arena? They were produced in our paint shop by silk screen process—480 feet of them!

Few of us realize the remarkable variety of jobs our carpenters and painters fall heir to, apart from their conventional round of duties. These run the whole gamut from a small display case to the annual Santa Claus parade.

Getting back to the caravan set—our carpenters, under Mr. C. S. Blenkhorn, built the "skeletons" of the cows, also the caravan framework and wheels. Our painters, under Mr. Jack Morrison, then moulded the "bossies" out of papier mache and painted them in life-like colours. They also added the artistic decorations to the caravan.

A Place of Magic!

The Eaton paint shop rivals Santa Claus' workshop with all the magic that's constantly going on with cut-all machines, paint brushes, spray guns and silk screen apparatus. It's a place of sights, sounds, smells and bewildering colours! Here are born those alluring window panels; great cut-out letters, artistic murals, photographic silk screen panels and a maze of things you never dreamed of. Here, too, a staff of artists is ready to paint anything from a small mural to an atmospheric ceiling. Among these are the two Dons. Don Kirkland is a member of the Manitoba Society of Artists. He has exhibited and sold his pictures in Toronto and at the Institute of Art, Chicago.

Don Howard's work as a designer is also well known to Eatonians. Especially among the western fairs.

In a future issue we plan to show by picture and story what goes on in these two busy centres—the carpenters' and painters' domain over in the garage building.

Invisible Judges Choose Queen

Betty Pritchard Visits Banff As Miss Winnipeg

Miss Betty Pritchard (sales audit) spent two weeks at that skiers' paradise, Sunshine Lodge, as candidate for Miss Winnipeg. Dark-haired, very blue-eyed, Betty was chosen to represent Winnipeg by the Winnipeg Ski Club. Also in the contest were two Miss Calgarys and a Miss Edmonton. The candidates were required at all times to wear their ribbons and candidate's ticket on the streets and at the dances, as well as on the slopes.

About those "invisible" judges, there were five of them and, as far as the girls knew, they might as well have been invisible, for they never met them during the contest. The judges were present at all times, on the slopes, at the social events, giving the girls points on appearance, personality, poise, and, of course, on their skiing ability. Though this is only Betty's second season of skiing, she made a very good showing, just missing the "Queenship" by one point.

Betty says that everyone was more than nice to them, in a word, "treated them like queens." It was so warm that they wore no heavy parkas to ski in, only sports shirts, and the snow conditions were perfect. "It was certainly a wonderful experience," said Betty, "even if I did feel somewhat like a goldfish, being watched all the time."





Easter Bunnies



Top Row—Left: Four-year-old Marvyn, daughter of Mel Sutherland (warehouse), proudly models her new dressing gown. Marvyn's mother is the former Wyn Wildman of the cash office, and Mr. Harry Wildman, manager of the Edmonton store, is her uncle. Centre: This little lad, objecting so violently to having his picture taken, is Edward Thomas Boyer, 11 months, grandson of Emma Masters (122B) and Thomas Masters (elevators). Right: "Say, aren't I a grown-up young man, sitting here on my new tricycle?" says Grant Melvyn Tardiff, age 1½ years. Proud grandma is Mrs. Lavers (300A). His mom is the former Audrey Lavers of the music department.

Second Row—Left: Two-year-old Kathy Rutherford here, seems to have just dropped the bottom part of that box and is wondering if anyone's looking. Mrs. Florence Snaith (300A1) is Kathy's grannie. Centre: Here we see the pride and joy of the Forbes household—Richard, age 12 months. The lovely lady in the picture is, of course, Mrs. A. Forbes. Daddy is Mr. A. Forbes of 209 department. Right: Oh, what big blue eyes you have! This little bundle of sweetness is the son of Mr. and Mrs. Leslie Merritt, and he is just 5 months old. Mom is Maggie Merritt, former associate editor of Contacts, now living in Toronto.

Front Row—Left: "Boy, am I giving this drum what for!" gleefully shouts Wayne Houston, 16 months old, grandson of Mrs. Florence Snaith (300A1). Right: These lovely ladies are the daughters of Mr. D. Howatt (men's shoes). On the left is Cheryl Eileen, age 3 months, and on the right big sister Brenda Louise, 2½ years old.



Top Row, left—Head table: Mr. Jim Johnston, mail order operating; Mrs. George Johnson, Mr. Harry Whitfield, Mr. George Johnson, head of department, chairman; Mrs. Whitfield, Miss Emily Whelham. Also in picture but not discernible is Mr. G. A. MacNeil, head of department, 161; Mr. John Stronach, mail order superintendent; and Miss Kathleen Lewis. In right foreground, Miss Lil Greenberg smiles at cameraman.

Top Row, right and Centre Row—Groups of 116's damsels.

Lower Row—Left: Miss Emily Whelham makes the presentation. Centre: Mr. Whitfield (second from right) reads the card expressing the best wishes of his admiring associates. At his left (in picture) son Clarence admires the handsome travel bag. Right: At the end of a perfect evening—Mr. Whitfield gallantly salutes his wife, who shares the honours and the tributes.

Mr. Harry Whitfield Honoured on Retirement

Tendered Complimentary Dinner and Presentation By Staff and Former Members of 116 Department

Presentation of a silver tea service and a travelling bag was made to Mr. Harry Whitfield, assistant manager of the mail order opening department, by his staff to mark Mr. Whitfield's retirement after 37 years of continuous service with the Company.

The presentation was made on February 27th during a dinner held in Mr. Whitfield's honour at the Empire Chateau. Over 150 attended including many old-timers of the department now retired.

Mr. George Johnson, head of department, was chairman. At the head table were the guests of honour, Mr. and Mrs. Whitfield; Mr. John Stronach, mail order superintendent; Mr. Jim Johnston, mail order operating; Mr. George Johnson, head of department, and Mrs. Johnson; Mr. G. A. MacNeil, head of department mail order cash; Misses Kay Lewis, Agnes Bell and Emily Whelham, and Mr. Sid McKay.

A Tribute to Mr. Whitfield's long service and excellent record was expressed by Mr. Stronach who thanked the former on behalf of The T. Eaton Company. Mr. Stronach also welcomed

several former members of the department. Messrs. Jim Johnston and G. A. MacNeil and Mrs. Ray Phelps also spoke in glowing terms of their happy association with Mr. Whitfield.

The Presentation Honours were ably done by Miss Emily Whelham, a veteran employee of 37 years' service.

Following the presentation vocal selections were rendered by Mrs. C. Peppler accompanied by Mr. Bert Kilgour.

A native of Sutton-Coldfield, near Birmingham, England, Mr. Whitfield joined Eaton's in 1910 and his entire service has been with the mail order. He has two sons with the Winnipeg store, Harry, with the men's clothing; and Clarence with the boys' clothing department.

* * *

During his long association with Eaton's Mr. Whitfield made many warm friends in all parts of the Company's network. His quick smile and friendly, obliging manner will be greatly missed. Here's hoping he may enjoy a goodly measure of health in the years of leisure ahead which he has so richly earned!



Over 4,400 Attend

*Great Social Gathering at Civic Auditorium
Hits New Heights of Enjoyment!*

A Cheer to Assistants for Their

"On with the dance, let joy be unconfined!
When Youth and Pleasure meet to chafe

Youth and Pleasure met with joyful impact
gathered at the Civic Auditorium on Wednesday
blithely into spring! From all accounts it was
ever held in Winnipeg's magnificent auditorium
provided a grand opportunity for Eatonians to

We are a big family, scattered over 45 acre
premises. As we hurry to and fro from the store
or garage, we pass the friendly, familiar face
Well, here they were with welcoming smiles and

Whole families were there, too! Introductions flew
"Have you met my daughter?" "Meet the boy friend!"
accelerated throughout this big gathering of Eatonians

ABOUT THE

Left side—Top row: Maestro Harry Craik (beside "mike"), asks a quiz question.

Second row: The little lady is correct—and wins a prize!

Third row: Mr. J. G. Bewick collects a "five spot"—he was "sitting pretty" and didn't know it.

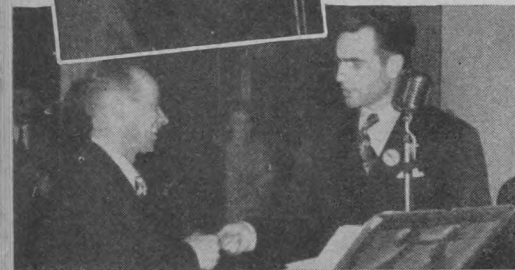
Fourth row: Frank Thompson won an easy chair. Nice going, soldier! Frank saw a lot of service in Italy.

Lower Pictures

Top row, left: The smile of victory—the camera caught this spot prize couple en route to the platform.

Centre: Enjoying the dancing from balcony seats are: (back row) Mr. John Stronach, mail order superintendent; Mr. R. M. Pinfold, assistant general manager; Mrs. Stronach and Mrs. Pinfold.

Right: "Here's hoping it's a vacuum cleaner, I need one!" said Mrs. Dawes. And sure enough it was.



nd Eaton's Spring Dance!

*Trium Draw One of Biggest Crowds on Record!
Many Win Valuable Prizes!
Their Star-Studded Sponsorship!*

ined . . .
have the glowing hours with flying feet! . . ."

compact when over 4,400 Eatonians and their friends
nesday evening, March 19th, to dance their way
was one of the largest and most successful dances
orium! Sponsored by the Assistants Association, it
as to meet and renew old acquaintances.

acres of floor space in the Company's Winnipeg
store, the mail order, the printing, the warehouse
faces of countless Eatonians we'd like to know.
es and outthrust hands!

flew thick and fast: "Meet the wife!" "This is my sister!"
end!" "The girl friend!" And thus the tempo of friendliness
tonians.

(Continued on Page Twenty-Two)

THE PICTURES:

Right side—Top row: Mr. Craik quizzes another charming winner. Secretary Croft (left) seems to approve, too.

Second row: (Circle) Mr. W. G. B. Dailley, staff superintendent. The dance was "his baby" and the Colonel seems very happy about the whole thing. (At right) Another prize winner gives M.C. Craik the correct answer.

Third row: Another lucky ticket. Wonder if President Craik ever had a screen test? That's quite a Hollywood smile.

Fourth row: This prizewinner seems a little dazed about it. Maybe it's the first time Lady Luck has smiled his way.

Lower Pictures

Bottom row, left: Mrs. P. F. Brigden wins a lucky seat prize and bestows a charming smile on Mr. Craik.

Centre: Something catches Secretary Croft's eagle eye as this winner came up to be quizzed.

Right: This gentleman was so happy to win he was willing to settle for anything.





Here's the barometer of a big crowd—thousands of hats, coats, rubbers and what have you! Checking facilities at the Auditorium were overtaxed but came through smiling!

Over 4,400 Attend Eaton Spring Dance

(Continued from Page Twenty-One)

"THE GREAT BALCONY SCENE"

No, not the Romeo-Juliet kind—Juliet would have spent a long time finding her boy friend in that sea of faces! Indeed, not one empty seat did we find in that vast horseshoe—the auditorium balcony!

It was good to see so many Eatonians together, laughing and chatting as they "sat this one out." And how fascinating it was to watch that other great throng below swing and sway to the lively measure of Gar Gillies' band amid the constant flashing of cameras!

How lovely, too, were the spring flowers and motifs that decked the hall—the artistic work of Herman Carson and his display crew! Three-quarters of the way through a novelty floor show provided a breather for the dancers. Per Thorsen's team gave a clever acrobatic number that won prolonged applause. Fred Lambert, ventriloquist, with "Oscar" and the Kent piano accordion quartette also entertained. Sam Fleming did the honours at the mike.

Finally Those Lucky Quiz Contestants!

Then came that big event of the evening that everyone was waiting for!

Mounting the platform, Master of Ceremonies Harry Craik greeted the gathering. Mr. Craik expressed the thanks of the assistants association to Mr. W. G. B. Dailley for his inspiration in bringing forth the idea regarding the dance. Also for his guidance in the planning and carrying out of this project.

Mr. R. M. Pinfold Draws the Winning Tickets

Mr. R. M. Pinfold, our assistant general manager, was then introduced by Mr. Craik.

"We are most happy to have you come and have fun," said Mr. Pinfold in greeting the great assembly. He expressed appreciation of the fine work done by the assistants association in making the dance such a splendid success. Mr. Pinfold then dug down deep into an Eaton Acme washing machine and proceeded to draw the lucky tickets whose numbers are repeated herewith. No, we didn't get one either, but better luck next time.

Twenty-Two

And Speaking of Next Time—

In the words of Mr. W. G. B. Dailley—the dance was yours. It was a grand success. May it be the forerunner of many more! This was the first one of its kind and it was a challenging experience from which the committee have learned considerable. If you have any suggestions for improvements, send them in to the Eaton Assistants' Committee NOW while you think of them! Your ideas will be greatly appreciated. Thank you.

HERE ARE THOSE LUCKY PRIZE WINNERS!

1. 4515—Miss A. Lake.....Clock
2. 2256—Mr. L. Best.....Pressure Cooker
3. 53—Mr. J. Deckin.....Mantel Radio
4. 3770—Mr. R. Smith.....Record Player
5. 1036—Mr. R. Piodalus.....Trilite
6. 2806—Mr. F. Thompson.....Chair
7. 3260—Mr. E. A. Croft.....Washer
8. 2015—Mr. J. Carter.....Flatware
9. 4333—Mrs. I. Bennett.....706 Radio, Philco
(Combination)
10. 2444—Mrs. C. Dawes.....Vacuum Cleaner

LUCKY SEAT PRIZES

(Each \$5.00 Voucher)

1. Mr. J. G. Bewick
2. Mrs. P. F. Bridgen
3. Mr. A. Hutton
4. Mr. J. Stuart

SPOT DANCE PRIZES

(Each \$5.00 Voucher)

1. Mr. and Mrs. T. Panting.
2. Mr. and Mrs. E. Hiddleston.
3. Mr. and Mrs. W. Stevenson.

MAESTRO CRAIK THANKS HIS COMMITTEE

"As president of the Assistants Association, I would like to express publicly my sincere thanks to all the assistants for their help and co-operation. To the following chairmen and their committees goes the credit for making the dance a success."

To:

Mr. E. Gould and his sports and recreation committee for doing all the detail work.

Mr. J. H. Keys, finance committee.

Mr. H. Greenwood and Mr. Scott, ticket committee.

Mr. H. T. Price, entertainment committee.

Mr. T. R. Humphreys, decoration committee.

Mr. W. C. Harris, house committee.

Mr. W. E. C. Hurlburt, publicity and advertising.

Mr. L. Croft, prize committee.

Thank you all, gentlemen!

Impromptu shot in committee room. Left to right: Bill Hurlburt, Harry Greenwood, Bill Harris, Reg King, Ron Parker and Bill McKerchar.



Lady Eaton Trophy Won By Mrs. G. W. Berry

Skilled Lady Skip Has "Houseful of Curling Jewellery"
To Tell of Many Curling Victories



This happy scene photographed at the Thistle rink on February 20th, shows Mrs. G. W. Berry and her rinkmates receiving the Lady Eaton trophy which they won in Manitoba's 59th bonspiel. Making the presentation is Eaton curlers' president, Mr. Jack Thompson.

Skip Berry has many curling victories to her credit over the years. Back in 1931 and '32 she even won the coveted North Star event. "I have a houseful of curling jewellery," Mrs. Berry said with a proud smile.

Strongly supporting her throughout the games were the other members of her rink: Mrs. T. C. Grant, 3rd; Mrs. J. T. Borrowman, 2nd; Mrs. C. E. Manson, lead. Congratulations, ladies.

RETURN ENGAGEMENT

Eaton Girl Curlers Entertain Selkirk Ladies

Last month's Contacts told you about the pleasant evening our girl curlers had out at Selkirk, and this month they returned the favour by inviting the Selkirk ladies to be their guests. On March 6th, 16 Selkirk curler-ettes joined the Eaton girls at the Granite rink where they played several games. There were two rinks from Selkirk and two from Eaton's, and scores were about even. The weather was very kind,

the ice fast and the gaiety and laughter uninhibited.

After the games were played, the girls, 48 in all went to the Homestead where they enjoyed a delicious hot dinner. President Louisa Maughan, tells us that after dinner they all joined in a sing-song and dancing, until nearly 12 o'clock, when the Selkirk gals went home. A delightful way indeed, to end a good curling season.



"You Can't Learn Too Young . . ."

says Ina Livingstone (cafeteria) to Craig De Rykers, four years young son of Albert De Rykers (bake shop). "At a boy, Craig!" Here's hoping you'll bring home that sweet Briar bacon someday!

St. John Ambulance Committee Says:

"Thank You, Penny-A-Week Club!"

"On behalf of the St. John Ambulance Campaign Committee I wish to express my appreciation for the generous donation by the Penny-A-Week Club of \$35.23 (thirty-five dollars, 23 cents) and for individual donations from members of the photographic department.

"The contribution made by the Penny-A-Week Club is, I understand, the remainder of the fund to which we all contributed during the war years and which was so ably administered by Mary R. Cameron as president, Marjorie E. Adams, general secretary, and their colleagues in the club.

"It is gratifying indeed to know that this money continues to serve a very worthy purpose."

—Martha Hoipo,
Photographic
Department.



Thank you, Glenboro!

Eatonians Attend Glenboro's 42nd Annual 'Spiel — Only Town in Canada To Win Dominion Championship

As the train chugged into Glenboro station we glanced out over the great snow-clad prairie, dazzling in the late February sunshine like frosting on a big birthday cake. Close by a mile board said 105.

"Gosh!" exclaimed Tony Evans, "we're right out in the 'sticks'!" But soon we were to learn that "the country" isn't the country any more—at least not at Glenboro. And now wind-burned faces are greeting us, strong hands clasp ours—"Welcome to Glenboro!"

Secretary Tom Oleson then hustles us into his big, shiny Hudson and we speed, no, not to an hotel—but to the beautifully appointed home of Mr. Bert Hames, district agent for the Manufacturers' Life.

Here the Eatonians are settled in adjoining rooms—the kind of rooms a weary travelling salesman might dream about. Yes, all the comforts of a refined city home—even to running water in the bed room. And this in a town of 600 souls! From then on our host and his charming wife treated us like prodigal sons.

Not only did we enjoy that heavenly home cooking at all hours, but equally the long talks with Mr. Hames and our talented hostess, who, like her three daughters, is a university graduate.

54 Rinks Entered

A record entry of 54 rinks featured this 42nd bonspiel. Curling was in the air everywhere! Ever since Glenboro made history when Ab Gowanlock won the Dominion championship, curling has been a major activity here.

Even lads of 6 or 7 discuss rock strategy and point to the "why" of it.

Among the 29 outside rinks were two from Winnipeg, Eaton's and Ogilvie's. The flour mills men and the Eatonians "clicked" at once.

In the Jewellery—The Eaton boys played nine games, winning 5, to bring home fourth prize. Our rink comprised: Bill McKnight, skip. (A Glenboro boy, Bill was a member of Ab Gowanlock's rink that won the Macdonald Brier in 1937.) Finlay Tease, Andy Duncan and Tony Evans completed the foursome. Jack Thompson and Contacts' editor went along as spares.

From the Glens of Scotland

Two original settlers, Jonas Christie and James Duncan are said to have named this

thriving town "Glenboro" because of the neighbouring hills that reminded them of their native Scotland.

The town was born in 1881—and the C.P.R. went through in 1886. According to Mr. Julius Oleson, magistrate and clerk of the County Court, who came in 1892, two-fifths of the Glenboro district are of Icelandic stock. It was our pleasure to meet many of these fine Icelandic-Canadian families as well as those of other racial backgrounds.

The charm of their hospitality still clings to our memory. Many of their comfortable homes were furnished with electric power and all modern appliances. Yet imagine such delights (only possible in the rural places) as strawberry shortcake with whipped country cream!

Our thanks especially to the president and secretary of Glenboro's curling club — Arni Josephson and Tom Oleson and their charming wives, for taking us under their friendly wing.

Many Interesting Facts about Progressive Glenboro were offered us by Mr. Edgar Smith, secretary-treasurer of the district. One of Manitoba's finest agricultural areas, Glenboro, said Mr. Smith, has seldom had a complete crop failure since 1879. It has an abundant supply of good water which can be obtained by simply driving down sand points for a mere 20 to 35 feet.

Glenboro's calf club, seed growing club and girls' sewing club have won many honours (Eaton prizes, too). The local Turf Club is on the great western circuit with foremost American and Canadian horses showing here. Glenboro also has a nine-hole golf course, a weekly newspaper, a nursing home, a fine creamery, and a local quick-freeze plant.

Glenboro has had its celebrities, too. It was the former home of the authoress, Nellie McClung, and the late Hon. Thomas Johnson, attorney general for Manitoba.

Fine War Record

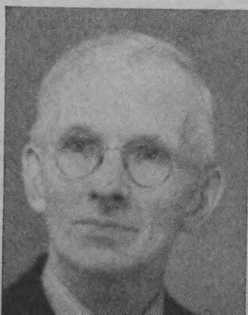
144 men enlisted from Glenboro in World War II. Seven laid down their lives. Names on the town's war memorial show 34 killed in World War I. Finally, nearly a million dollars in Victory Bonds was patriotic little Glenboro's achievement.

May we meet again!

Left—Mr. Arni Josephson, president, Glenboro Curling Club, and little daughter.

Centre—Mr. Julius Oleson, magistrate and clerk of County Court.

Right—Mr. Tom Oleson (son of Mr. Julius Oleson), sec.-treas. of G.C.C., and his charming young wife.



A gay party, a keen game of golf, a stimulating book—such enjoyable experiences linger with us for a little while, then fade from memory like a fleecy cloud in the blue vault of heaven.

But events such as the Eaton curlers' visit to Glenboro remain sharply etched, unforgettable down the years. Always will we recall with pleasure the friendliness, the open doors, the unstinted hospitality of Manitoba's famous little curling town—Glenboro!



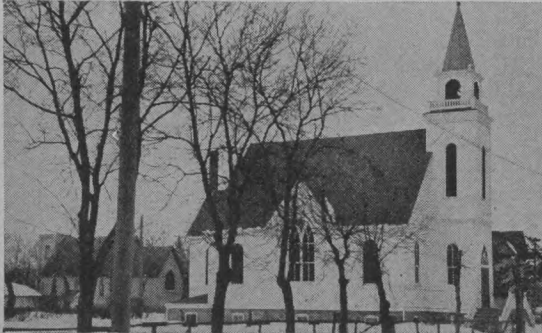
A Few Candid Camera Shots By Contacts

Top Row—Left: Ogilvie Flour Mills rink—and a foursome of fine sportsmen! Left to right: Al. Mitchell, Harvey Kendall, Syd. Herbinson, Herb Wilson. (Standing in centre is Jack Thompson, "prexy" of Eaton Men's Curling Club.) Centre: The assistant postmaster, Miss Tannis Smith. Right: "Mine host," Mr. Bert Hames, greets the Eaton curlers. Left to right in picture: Bill McKnight, skip; Finlay Tease, 3rd; Jack Thompson; Tony Allan, lead; Andy Duncan, 2nd.

Centre Row—Left: Mr. Frank Ferg, a Glenboro barrister and former partner of D. G. Potter, K.C. Centre: At the municipal office. Mr. Edgar Smith, secretary-treasurer for Municipality of South Cypress, with his daughter and able assistant, Miss Phyllis Smith. Right: Mr. J. H. McKnight, local fuel dealer, and Mr. B. E. Weightman, C.P.R. station agent.



Lower Row—Left: Corner Broadway and Railway Avenue, war memorial in background. Centre: Glenboro United Church. There are two other fine churches, Lutheran and Anglican. Right: Mr. Alex. E. Johnson greets Eaton men. Sheriff, provincial constable and County Court bailiff, Mr. Johnson came to Glenboro from Iceland in 1887.





Top Row—Left: Skip Arnason made a brilliant rally. Centre: **The New Champions**—left to right, Ted Anderson, lead; Bob McCormick, 3rd; George Allan, skip, and Isaac Kilpatrick, 2nd. Right: **Twice Champion Skip George Allan** led his mail order men to victory.

Centre Row, right—"It was a swell game, anyway," says Skip Arnason.

Lower Row—Left: Bewick leads with a purposeful looking rock. Centre: **Runners Up**—left to right, Andy Duncan, 2nd; Jock Morrison, 3rd; Arni Arnason, skip; George Bewick, lead. Right: Kilpatrick and Anderson soop 'er up!



ALLAN WINS CHAMPIONSHIP!

**Veteran Skip and His Mail Order Crew Defeats Arnason & Co.
in Brilliant Battle For McGee Trophy**

A crowd of curling fans gathered before the observation windows of the Civic-Caledonian rink on Wednesday afternoon, March 5th, to witness the final struggle for the McGee Memorial trophy, emblematic of the Eaton Men's Curling championship. With Tease and Cassie defeated in the semi-finals, veteran skip George Allan, mail order timekeeper, and Arni Arnason, chief of the garage, battled it out. Allan took an early lead and skipped one of the finest games of his long curling career to win in the 12th end, 11-7.

Arnason and his boys put their backs into it all the way. Skip Arni also won a hand for his stellar strategy at times. But despite a brilliant rally in the 6th end when Arni achieved a 4, the mail order boys won hands down.

20 years after—this was the second time George Allan has won the championship. It was in 1927—or just 20 years ago that his name was engraved on the McGee trophy. So congratulations, George, and a cheer for your teammates: Bob McCormick, mail order hardware, 3rd; Isaac Kilpatrick, mail order dress goods, 2nd; and Ted Anderson, china packing, lead. Also sharing honours with the Allan rink is Percy Longstaffe, head of mail order dress goods, who plays for Allan one-half of the season, being out of town the other half.

* * *

A cheer, too, for the runners-up—Skip Arni Arnason and his crew: Jock Morrison, painters' chief, 3rd; Andy Duncan, carpenters, 2nd; and George Bewick, basement store, lead.



We Visit Teulon—Eaton Curlers Attend Bonspiel

Teulon—that hustling community centre with the sporting blood, about 40 miles north of Winnipeg on the C.P.R. A typical western town with the main street paralleling the railway line with its station and grain elevators, presenting in brave array the bulk of the town's stores and garages, hotel and other business establishments. Behind the main street are the residential streets with their rows of well-built, nicely painted family homes, that, with the main street, comprise the town; the whole centering and supplying a thriving, prosperous farm district.

Like most western towns, Teulon district is peopled by robust, hearty, plain living citizens, hard workers but, nevertheless, with an inclination for a good time, that usually finds an outlet in the fairs and exhibitions of the surrounding towns in summer and hockey games and bonspiels in winter. These events are usually favoured with a great attendance from the surrounding district, and from neighbouring towns as well.

This year the Teulon bonspiel was held February 24th to March 1st, and Jack Kellas, Jack Baxter, Charlie Ridgedale and Dave Mackie comprised a rink representing The T. Eaton Co. Limited (Eaton's to you, the farmer and me). We arrived in Teulon early on the Monday evening and checked in at the Cecil Hotel where we had reservations (lucky people!). And there we got our first surprise—told to take rooms 13 and 14, we entered room 14 to find it very much occupied with feminine belongings and apparel of every kind. After a hasty retreat, we checked with the desk and found we should have been given 12 and 13. Took possession, unpacked, cleaned up and sallied forth to check the draw.

There were three open events and a consolation for rinks that didn't reach the finals of an open event. Met George Hamilton, Balmoral; Alex Buchanan, Balmoral; John Shaeffer, Balmoral; Ed Keating, Clandebye; A. Foster, Petersfield; John Bolton, Petersfield; Ed Mills, Stony Mountain; J. Kerr-Wilson, Stonewall.

38 Rinks Entered

There were 38 rinks entered, a great many from outside towns: Stonewall, Stony Mountain, Balmoral, Arborg, Woodlands, Grosse Isle and Winnipeg being well represented. For the most part, rinks were comprised of farmers and townspeople out for recreation, and there were some grand curlers amongst them.

Met a great bunch of hustlers in the executive of the Teulon Curling Club. Dr. "Doc" Scribner is president; A. "Tony" Rybachuk, secretary. Bert Woods, past president and local garage owner, had charge of the draw.

All were cast in just the right jobs and the events were run off without a hitch. We received every consideration, and reception and entertainment were well planned.

We played two games Tuesday and won both. Wednesday morning we lost a tough game to Keating of Clandebye on an extra end. Won from Ed Mills of Stony Mountain in the afternoon, 7 up coming home.

Pipers An' A'!

The highlight in entertainment was the Wednesday night reception and dance in the town hall, with members of the Queen's Own Cameron Highlanders' pipe band from Winnipeg playing for the ceremonies and a "hot" orchestra providing the dance music. We were treated to an hilarious preview when the pipers invaded the hotel and paraded an impromptu grand march through the halls and corridors, followed by the guests and a hundred-odd friends and followers. One couple danced the highland fling for about 20 minutes, with just about enough floor space to put their feet down. Buses poured people into the town for the dance and departed. With living accommodations already crowded and no transportation available, the dance simply had to carry on until morning.

We were on the 9:30 draw that morning. A good game lost to Bert Woods of Teulon on the last rock. That afternoon we were drawn against the one remaining undefeated rink, F. McKnight of Stonewall, and produced some of our best curling to be five up at the end of the ninth when he conceded.

Friday afternoon we Eatonians won a close game from Kirk, Teulon, to reach the jewellery in the Curling Club event. Playing right back on the next draw we lost our last game to Tony Rybachuk in a hard-fought battle, with the Teulon skip having the edge most of the way. Tony went on to win the event.

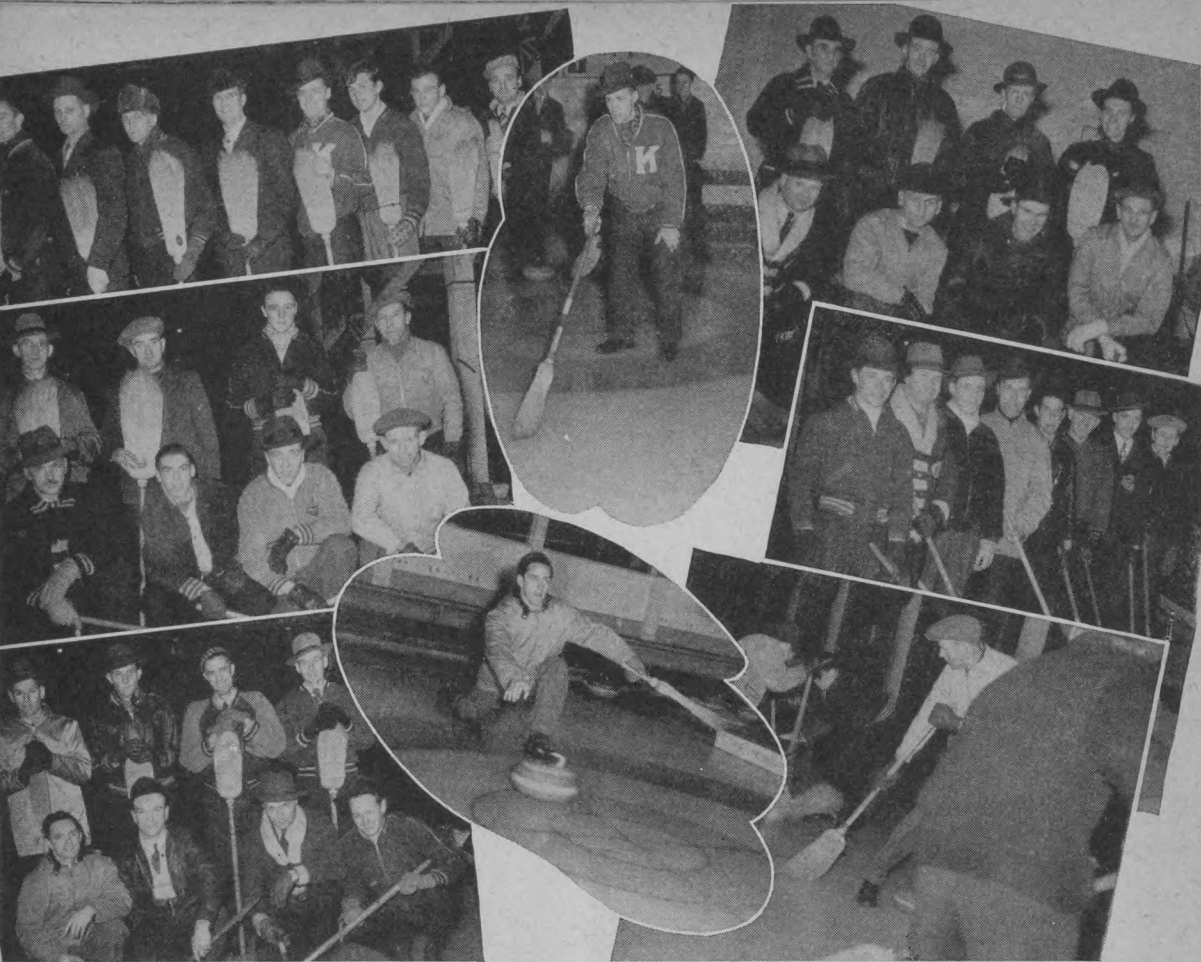
We caught the Saturday morning train for Winnipeg, carrying the fur-backed dress mitts, tea and coffee that represented third prize in the Curling Club event.

Yes indeed, we had a very successful trip. As the 'spiel progressed we built up quite a following amongst the spectators. As one woman told us Friday, "I've followed Eaton's all week, but today I've just got to back my husband's rink."

Had many opportunities to talk with our customers regarding mail order service and explain some difficulties of merchandising under present market and labour conditions. Here's hoping to meet you good people of Teulon soon again.

—D. Mackie, mail order ad.





Top Row—Left: Mel. Harkins, W. Wark, W. Dickson (skip), J. Stocks, D. Deally, G. Wehway, B. Stein, W. Taggart (skip). Inset: D. Deally points the broom; Wark, Dickson and Harkins at rear. Right: Back row, J. Gillies (skip), G. McLeod, R. Johannesson, E. Kucharski; front row, C. McFadden (skip), E. Freeman, G. Quinn, W. Liver.
 Centre—Left: Back row, H. Kane, D. Brand (skip), B. Swanson, W. Donaldson; front row, W. Evans, W. Brooks (skip), J. Salmon, R. Fowler. Right: Menzies, A. Ingram (skip), J. Smith, R. Jagger, D. Mairino, B. Johnson, N. McPhee, J. Johnstone (skip).
 Lower—Left: Back row, N. Bodley (skip), J. Lernout, E. Price (skip), H. Shiedow; front row, P. Milne, B. Stonehouse, J. Meuard, E. Gunter. Inset: Pat Milne, 3rd man for N. Bodley. Right: A championship sweep! W. Brooks' rink in action.

Walter Brooks Wins Despatch Bonspiel

Norman Bodley Skips Runners-Up in Tenth Annual Event

With 12 rinks curling over fast ice at the Fort Garry Curling Club, the despatch department's bonspiel ended on Wednesday, March 5th when Walter Brooks defeated Norman Bodley's hard fighting foursome 10-8 to win top honours.

The Consolation Event went to skips Bill Dickson and C. McFadden in a score of 10-9. Though curling as a unit for the past 10 years, this is the first year that the despatch boys have had an organized league.

The officers are: President, Jack Johnston (parcellers); Secretary, Bill Evans (despatch); Entertainment Committee, Elmer Bader, Bill Dickson (despatch), Reg King (lingerie).

Read all about it next month! As Contacts goes to press, plans are underway for the big wind-up and presentation of prizes of the despatch bonspiel. This will be staged at the Fort Garry rink on March 26th. A night of fun, feast, laughter and song! More about it in May Contacts.

Twenty-Eight

LET'S LAFF!

Judge: You are sentenced to hang by the neck until you are dead.

Prisoner to Judge: I believe you are stringing me.

* * *

Hot air is all right but see that it is well compressed before you use it.

* * *

The laundry—We do not tear your clothes by machinery. We do it carefully by hand.

* * *

Prospective Landlady: "How do you like the room as a whole?"

Prospective Tenant: "As a hole it's fine; as a room, it's not so good."



Holt Rink Wins Eaton's, Port Arthur Bonspiel

A rink skipped by Ab Holt won the bonspiel held annually for employees of Eaton's yesterday afternoon at the Port Arthur, Ont., curling rink. The winner was declared after a round robin competition. With Holt were Jim Anderson, lead; Harry Storey, second; and W. E. Chalmers, third.

Four rinks competed and the final total points were as follows: Holt 18, Curwain 11, McDowell 7, Perry 6.

Other rinks, with skips named first in each case, were: Harold Perry, Elmer Hill, Greg Johnson and Earl Livingston. Bert McDowell, Bob Taylor, Skippy Bennett and Morris Nunas. Ed Curwain, Tim O'Dell, Clyde Spearman and Charles Hine.

* * *

Winnipeg Eatonians will recognize a number of familiar faces in the picture, for example: Charlie Hine, a former 5th floor member; Tim O'Dell until recently of Winnipeg's hardware staff; Clyde Spearman late of the lingerie here; also Morris Nunas, children's shoes; and Greg Johnson, draperies.

Then you'll note Earl Livingston and Ted Chalmers, who, of course, are just visiting from Winnipeg store's general audit. Yet that man Chalmers gets himself into the championship jewellery, no less!

* * * *

Eaton Curlers' Dream—McGee Memorial Trophy

Emblematic of the Eaton men's curling championship, the stately McGee Challenge Trophy was endowed in 1924 by the late Colonel Harry McGee, senior vice-president of the Company.

Now in its 24th year, the trophy has been won 23 times. It bears the names of 16 skips, one of whom captured the championship four times and four who won it twice. They are Jim Bloomer: 1931, 1932, 1934 and 1935. The late William McIntosh (first winner): 1924 and 1936. A. J. Herriot: 1930, 1933. Ken Sutherland: 1939, 1943. George Allan: 1927, 1947.

1924 — McGee Trophy Winners — 1947

1924—Wm. McIntosh*, general office.
1925—Bill Ashton*, receiving room.
1926—T. Swann*, superintendent's office.
1927—George Allan, time office.
1928—R. Bradshaw, lunch room.
1929—B. W. Galbraith, department 132.
1930—A. J. Herriot, printing plant.
1931—Jim Bloomer, electricians.
1932—Jim Bloomer, electricians.
1933—A. J. Herriot, printing plant.

1934—Jim Bloomer, electricians.
1935—Jim Bloomer, electricians.
1936—Wm. McIntosh*, general office.
1937—Ken Barling, department 233.
1938—S. Lentle, department 122.
1939—Ken Sutherland, department 38.
1940—S. Florence, department 5.
1941—C. Julius, department 101.
1942—G. E. Ramsay, department 101.
1943—K. Sutherland, department 38.
1944—Len Wimble, printing plant.
1945—Competition not finished.
1946—J. Johnston, department 10.
1947—George Allan, department 112.

* Deceased.

"This is the life . . ." says Leo Leckie (bakeshop night staff) who was taken prisoner during the hell of Dieppe. As he languished in a German prison camp Leo sometimes wondered if he'd ever curl again.

Twenty-Nine



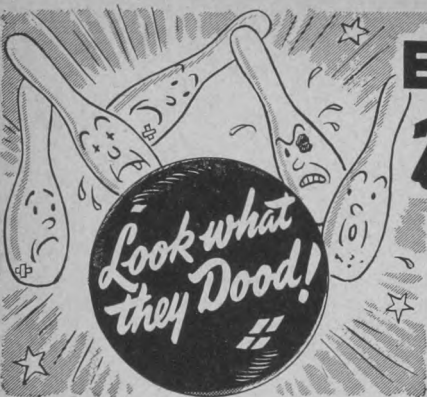
Front Row—**The Champs!** Ab Holt, Jim Anderson, Harry Storey and W. E. Chalmers.

Second Row—Ab Holt, Charles Hine, Elmer Hill, Ed Curwain, "Skippy" Bennett and Tim Odell.

Third Row—Harold Perry, Ted Chalmers*, Clyde Spearman, Bert McDowell and Jimmy Anderson.

Back Row—Harry Storey, Bob Taylor, Morris Nunas, Earl Livingston* and Greg Johnson. * Winnipeg.





EATON'S *Mixed* 5-Pin BOWLING LEAGUE

EATON'S LOOP PLANS WIND-UP

Saturday, April 26th, will be a big day for Eaton's five-pin bowlers—that's the day chosen for this year's renewal of the annual banquet and dance that winds up the season. To be held in the Royal Alexandra Hotel, the banquet is limited to regular players of the league plus the usual "honoured guests." Members may, however, invite friends to the dance—to a total of 200. Team captains are requested to canvass their players and request these tickets from the secretary now. The first 200 requests will get the tickets. Price 75 cents. Remember, there are 360 members and only 200 extra dance tickets.

This week's play produced no less than 16 sweeps in the eight divisions. "Siggy" Sigvaldson and "Olie" Westman staged a great duel when their teams hooked up this week. In the second game they each opened up with six strikes, got spares on the seventh and eighth, strikes in the ninth. Siggy spared the tenth for 348 while Olie got a strike to end up with 364. Siggy got revenge in the three-game total, registering 855 to Olie's 839. Siggy's Hep Cats won two from Olie's Lucky Strikes.

In Division One, Pat's Punchers and Set Ups are deadlocked with 11 wins, 4 losses, while Kentiles are one game back. Five teams have 7 wins, 8 losses. George Firth trapped 764 to lead the individual scorers. Mrs. Millie Mager, 729 (314); Sam Fleming, 721; Frank Frampton, 715; Bill Liver, 708; Grace Sim, 699; were well to the fore.

Hep Cats' win over Lucky Strikes gave them a one game lead in the Second Division with 11 wins and 4 losses. Peepers are in second spot with 10 wins and 5 losses. Capitols scored a sweep over the cellar-place Lafalots and are now third with 9 wins and 6 losses. Spillers and Nationals have 8 wins and 7 losses. Following the example of Siggy and Olie, Charlie Stevens was a little off the pace with a welcome 751 but his high single of 383 was the best of the night. John Paterson, 703; Mary Matthews, 697 (297); Ernie Wall, 695; Gladys Morris, 687; Bill Webster, 657, were other high scorers.

The girls stole the show in the Third Division coming up with the three top scores for the night. Miss D. Zenick, 687, Mrs. M. Kurz, 670; Miss A. Harpur, 656. Jeeps are out in front with 10 wins, 5 losses. Seven-Ups and Jewels closed ground this week, both registering sweeps to remain in a second place tie at 9 wins and 6 losses. Three teams have 8 wins, 7 losses.

Three sweeps featured the Fourth Division, Raiders, Jay Dees and Zeros doing the trick. Last week's leaders, Selects, failed to win a game and are now in a first place tie with Eureka's who won one to catch the leaders. Jay Dees are next with 9 wins, 6 losses. Five teams have 7 wins, 8 losses. Best individual performances were: Jack Donnett, 687; Mary Moore, 656; Walter Mills, 636; Ray Morrison, 634.

A tough race is in progress in the Fifth Division where four teams are tied for first place with three more within easy striking distance. Gay Ones, Hucksters, Majors and Tyros have 9 wins and 6 losses. Drivers 8 wins and 7 losses; Hawks 7 wins and 8 losses, Imps 6 wins and 9 losses. Les Hawksley rolled consistently for a fine 711 (243). Al Inglis 639; Bill Maskell 628 (264), showed good efforts.

Vikings scored a sweep over Decots while cracking the three-game record in the Sixth Division. They snared 2,686 pins which, with 195 handicap, gave them a record 2,881. Eddie Olien 677, Herb Headon 670, and Ann Ellis 634, were the top scorers.

Three sweeps were chalked up in the Seventh Division this week. Checkers won three from Dandies to tie last week's leaders, Zoot Shooters, who could win but one game from B.Bees. They have each won 10, lost 5. The tail enders, Comets and Trotters, made valiant efforts to climb out of the cellar, each winning three from their opponents, but only succeeded in catching the sixth place B.Bees. Hurricanes were the tough-luck team of the night, bowling only 42 pins less than their opponents, but losing all three games by margins of 2, 26 and 14 pins respectively. Scoring was weak, Herbie Graham's 595 being top mark.

It looks like a two-team race in the Eighth Division with Rovers having a nice advantage at present. They lead, 13 wins, 2 losses, over Has Beens who have 10 wins, 5 losses. Both teams scored sweeps this week. Shippers are next with 8 wins, 7 losses. Doug McPherson was the sensation this week, breaking the men's single and three-game records with new marks of 330 and 782. Rovers broke their own three-game record by 70 pins to register 2,784. Frances Allison led the girls with a fat 679 (279).

By M. Doolan and T. King

Congratulations to Mr. and Mrs. Mick Howarth on the birth of a third daughter, Valerie June, born Saturday, March 15th, at Grace Hospital.

We are happy to hear that Jean Rowluk is improving after several weeks illness in Misericordia hospital. Hope to see you around soon Jen.

Important News for Men Golfers!

Announcing a New Trophy and the Field Days For 1947

Because of the growth of the Eaton Men's Golf Club it has been found necessary to divide the membership into five classes: A, B, C, D and E.

We are happy to announce that our President, Mr. John D. Eaton, has graciously donated a trophy to be emblematic of the store championship (medal play). This will be open to the five winners of their respective classes of the Field Day competitions. The competition will be on 36 holes of medal play, handicaps being based upon the winning gross scores turned in on the Field Days.

The following features comprise the activities of the season:

1. Field Days To Be Held at Elmhurst, June 16, 17, 18, for the following trophies:

- "A" Class—R. S. McCordick.
- "B" Class—G. M. Eaton.
- "C" Class—R. Y. Eaton.
- "D" Class—H. M. Tucker.
- "E" Class—B. C. Scrivener.

2. Knockout Competition.

MEMBERSHIPS CLOSE THURSDAY, APRIL 10th

UNFINISHED SYMPHONY

Frances M. Tease, who wrote these lines, is a student at Manitoba University and daughter of Mr. Finlay Tease, head of the time office. Miss Tease, who also is a part-time Eatonian, composed the lines during an idle moment in classes.

She declares they are not finished and have no title. Nevertheless we think our readers will be moved by the beauty of this young poet's phrasing.

Wild wind, who sweepst through the lonely land

Stirring the gray unhappy earth to life,
Beating your ardent gusts against the hills,
And clawing at the shrubs and reeds which sheath

The fields, just warm and soft with spring,
Come, tear at me. Dig out my heart of iron,
Beat down its fierce, forbidding gates which say:

"Touch not!" Lift up my scul from out
That cavern of unfathomable gloom;
Rip off that lacquered sheen which chains my love,

And throw me unprotected to the world.
There let me suffer, shrink beneath the blows
Of those who find my offerings shortly sweet;
Let hurt embrace my quivering, timid mind
And fill it with the ecstasy of pain;
Let suffering's eager fingers pull me down
And crush me with the weight of futile grief;
Let me be selfless, gentle, ready, free
To answer other claims, but not my own.
Lay on my heart the bitter lash of that
Unconquerable hurt, a vow betrayed;
And teach my heart to rise again in faith.

O wind that sweepst through God's verdant land,

O let me love, and loving understand.

—Frances M. Tease



3. A Senior's Medal Play Competition of 18 holes, to be held on the afternoon of Saturday, June 7th, for club members of 50 years and over. * * *

A BIG YEAR in Eaton golf is expected and your committee urgently requests your co-operation in obtaining membership cards immediately so that the season's play can get under way.

Thank you!

EATON LIFE ASSURANCE BOWLING COMPETITION

The T. Eaton Life Assurance Company competition was completed this month with a final roll-off that saw 24 teams in action with very creditable results.

On the first night's play, the 72 girls and 48 boys rolling the highest single game with handicap, qualified to compete in the competition.

Twenty-four mixed teams, each consisting of two boys and three girls, were made up from the qualifying group.

These teams were as nearly as possible of equal average, the first 10 having players whose combined averages totalled 807. The averages of the players in each of the remaining teams totalled 806. These teams received one pin per game as handicap to balance the averages.

In the final roll-off Team No. 17 emerged as the winner with a three-game score of 2,864, more than 450 pins over their average. Here are the winning players: Mr. Art Wright (department 5), Misses M. Matthews (department 168), K. Bodley (department 928), J. Remillard (department 29), Mr. L. Clark (department 928). Team No. 22 was runner-up with 2,824, and consisted of: Mr. Joe Leighton (department 29), Mrs. L. Bennett (department 236), Mrs. N. Price (department 237), Miss H. Lawrence (department 926), Mr. G. Allen (department 926).

Let's give them a hand!

Cable from Japan says Emperor Hirohito's fortune has withered to forty million. Sounds like the story from a golf tournament when a well-known star goes all to pieces and chalks up a 72.

—N.Y. Sun.

EATON BASEBALL—General Meeting April 14, Trinity Hall, 8p.m.



"And So They Were Married"

Top row, left—Margaret Dunlop, general office, who married Corporal R. W. Brown on March 15th. Right—Mr. Joe Chettle, mail order men's clothing, whose wedding took place on March 15th.

Centre row, left—Jean Duffield; mail order complaints, who, on March 8th, became Mrs. Maurice Walsh. Right—Marion Douglas, telephones, who was married on March 19th to Mr. James Howe.

Lower left—Queenie Carley, 37 department, who, on March 4th, became Mrs. William Davis.

Vancouver Staff Has Third Annual Party

(By Our Vancouver Correspondent, Miss L. Williams)

Members of the Vancouver staff and their friends enjoyed their "Third Annual Party" on Thursday night, February 6th. The party was held in the Aztec Room, Georgia Hotel.

The evening did double duty. Apart from being an annual event, and an evening of enjoyment, during the course of the evening the opportunity was taken to present travelling bags to Mr. William Gilmour who has been transferred to department W70. Mrs. Gilmour also was remembered with a lovely bouquet of spring flowers. The accompanying picture shows Mr. John Reid making the presentation to Mr. Gilmour.



The ballroom was attractively decorated with balloons and streamers and a luncheon was served at 10:30 p.m., after which dancing was resumed until midnight.

The party was proclaimed most successful, both in attendance and enjoyment.

142 Words Per Minute!

Speed Champion Shows
How It's Done

Seven times winner of the world's typing championship, on Tuesday afternoon, March 18th, Albert Tangora gave an educational demonstration to Eaton mail order typists of several departments. Mr. Tangora, who is back from four years with the American navy, broke all records by typing 142 words a minute for one hour's continuous writing. His demonstrations are sponsored by the Royal Typewriter Co.

Try This One Sometime!

In his demonstration at Eaton's, Mr. Tangora left his audience gaping with wonderment when he did a figure test. Given a totally new and unrehearsed piece of copy to type, at the same time he added up four columns of figures that were called to him by an Eaton man. He gave the correct total for each column and then the grand total. The whole test took one minute—during which Mr. Tangora typed 136 words letter perfect!

Throughout his display of skill, Mr. Tangora's engaging smile and naturalness won his audience to him. With his fingers playing so rhythmically over keys the dark-haired Mr. Tangora reminded one of a concert pianist.

Thank You, Mr. Porteous!

We acknowledge with thanks the following letter from Mr. W. A. Porteous, stipendiary magistrate and judge of small debts court, at Trail, B.C. *Mr. Porteous writes under date of February 17th:

"Editor of Contacts,
"C-o The T. Eaton Co. Ltd.,
"Winnipeg, Man.
"Dear Sir:

"I have just been favoured with a copy of Contacts by Mr. Robinson, manager of The T. Eaton store in Trail.

"As an old friend and business associate of the late Mr. Samuel Wilson, I want to congratulate you on the splendid article of appreciation to him in your February issue.

"He will be missed and long-remembered by his many friends."

Congratulations, Mr. Wharton!

Word comes to us that Mr. Lon Wharton was married to Mrs. R. Leah, at Vancouver, on February 26th. Mr. and Mrs. Wharton are now spending their honeymoon at the west coast.

On February 22nd Mr. Wharton left Winnipeg on an extended holiday. On his departure, heads of departments and assistants in the mail order presented him with a matched set of golf clubs, including a leather bag and leather duffel bag. The presentation was made by Mr. John Stronach, mail order superintendent. One of Winnipeg's best known Eatonians, Mr. Wharton will be 45 years with the Company in August.

Meanwhile our heartiest congratulations and best wishes!

Mr. W. Price, Oakland Hatcheries,
Dauphin, Man., Writes:

"When the Eaton boys were up to the Dauphin bonspiel, we had the pleasure of a short visit with them. However, I noticed an error in your write-up in Contacts. Oakland Hatcheries are owned by my brother, Mr. Alfred A. Price. I am the manager of the Dauphin branch, and not the owner, as stated in Contacts.

"Mrs. Price and I enjoyed our short visit with the boys, and are looking forward to seeing them at the next Dauphin bonspiel."

Thank you very much for writing, Mr. Price. We are indeed sorry for the error. The boys are still singing praises of Dauphin hospitality.

Mr. R. F. Unsworth Passes

Formerly Superintendent of Winnipeg Store

Word has been received from Toronto of the death in Miami, Florida, of Mr. R. F. Unsworth, a former superintendent of Winnipeg store and active in the pharmaceutical business in both Winnipeg and Toronto for nearly 40 years. Mr. Unsworth and his wife were holidaying in the south at the time of his death.

Born in Fergus, Ont., Mr. Unsworth graduated from the Manitoba college of Pharmacy in 1905. Later he became a drug buyer for the Company, and was manager of the drug department until 1917, when he was appointed superintendent of the store. In 1919, Mr. Unsworth left Winnipeg for Toronto, where he was manager of the drug department until his retirement about 15 years ago.

The funeral service and burial took place in Toronto.

* * *

Many old friends of Mr. Unsworth at Winnipeg store join in extending their deepest sympathy to Mrs. Unsworth in her great loss.

Mrs. Lotty Longstaffe

Our deepest sympathy is extended to Mr. Percy Longstaffe, head of department mail order dress goods, in the passing of his mother, Mrs. Lotty Longstaffe, on February 24th, at Toronto.

Surviving are Mrs. J. W. Lloyd (Olive), Mrs. Guy Lamb (Kathleen) of Toronto; Albert E. and Percy H. of Winnipeg; Victor H. of New Liskeard and Jack R., Toronto.



Seen and heard in the MAIL ORDER



By Miss Einarson and Mr. Simpson



113 and 122 Office: Mrs. O. Haycock, Misses A. Yakimyszyn, G. Burton and E. Pasmore entertained in honour of Miss Peggy Course at the home of Mrs. A. J. Lentle on Johnson Avenue. The guest of honour was presented with a corsage of red roses, a mantel clock, table lamp and a crystal fruit bowl. Guests numbered 50.

On March 15th, Jean Zytikewich received a lovely diamond from Stan Porter.

* * *



A toboggan party was recently enjoyed by the girls of 38 department. After hours of tumbling and sliding about, the gang went back to Isobel Emslie's house for refreshments. This was the second such event held by the girls and they are looking forward to more social evenings like it.

* * *

By R. Pryne and J. Dougall



Staff of 67 and 68 departments welcome their new head of department, Mr. Agnew, to our mail order department, and hope he will feel just as much at home here as he did in his former position.

Miss Marie Thomas of the furniture office, who has been associated with 67 and 68 departments in the past, has left for her new office location. Her friends in 67 and 68 gave her a Parker "51" pen and pencil set and hope she will enjoy her new surroundings.

The departmental bowling league is still in full swing and there is now a race in the second half for first place between Monarchs and Hotshots, with Dodgers close runners-up.

CONGRATULATIONS, MR. WOOD

On Friday, March 14th, Mr. R. J. Wood completed his 30th year of service with the Company. Congratulations and best wishes were extended by staff members and, in the absence of Mr. Green, a presentation of a smoking stand was made by Mr. R. C. McGurk.

Mr. Wood began with the mail order paint department and was there for a period of 15 months. From then on he has been with the drugs.

In younger years he was interested in cricket and played with the store team of which he was secretary for several years.

Mr. Wood is also interested in fraternal work and at present is enjoying an appointed office in the Grand Lodge of Oddfellows.

* * *



On March 6th, the postman brought Elsie Meder of 36 department, a very special parcel—a beautiful diamond ring—all the way from Australia. The lucky man is Wilfred Withers, who trained in Canada with the R.A.A.F. We wish Elsie and Wilf every happiness.

We welcome back to 36 department, after several weeks illness, Ethel Anderson, Mary Jane Dumas and Glen Robison.

*

Joe Chettle Showered, Smoked and Spliced!!

A shower for a girl is customary, but we'll wager Joe Chettle is one of the few men who have had a kitchen shower in their honour. The event was Monday evening, March 3rd, at the home of Mr. J. McCay, where Joe was supposedly spending a quiet evening. We can imagine his surprise when a horde of cackling females from department W29 descended upon him. However, Joe rose to the occasion like the good sport he is, and what a lively evening they had!

On Friday, March 7th, about 70 of Joe's male colleagues and friends met at the Empire Chateau to honour the bridegroom-elect of March 15th, in a smoker.

The future benedict was paraded in accompanied by a rousing march on the bagpipes played by Bob MacDonald, with Billy Johnston, Billy Hughes and Johnny Anderson forming a stalwart guard of honour.

The corsage worn by the guest of honour was a work of art, being mainly composed of fresh vegetables in which the humble onion held a conspicuous and odorous part.

Bert Henderson gave a sketch of Joe's career from cradle to marriage, emphasizing his qualities as soldier, sailor and general good fellow. Jack McCay mentioned their association of 34 years and Joe's reliable characteristics. He then made the presentation of a set of china on behalf of his male friends.

Highlighting the evening was a special song written for the occasion by Bob Rankin of department W29 and sung by Joe Leighton. Several of those present essayed to give exhibitions of sword dancing.

On Friday, March 14th, Joe came to work to find his desk and an archway gaily decked with Shamrocks, wedding bells and streamers of all colors.

Mr. J. McCay presented Joe with a lamp and set of silverware on behalf of his fellow employees and the feelings of the department were expressed in a few lines of verse by Joe Leighton.

Ode To Joe

Joe Chettle is a hero;
We sing in many a lay,
And today we pay him tribute
On his last single day.
He's had some narrow squeezes
With the river and his swimmin',
He should have known better than
To try that stuff with wimmin'.
He found boating on the river
Was a cinch to navigate;
But the sea of matrimony
With a woman—what a fate!
So with these lines we celebrate
The passing of a friend
From the land of single blessedness
To a most illustrious end.

* * *

By M. Fraser

Deepest sympathy of the staff of 3 and 4 departments is extended to Miss Catherine Reid, in the death of her mother.

Best wishes for a speedy recovery to Mrs. Anna Varcoe, who has been absent for the past week, suffering from a bad

attack of flu. Hope you'll soon be back, feeling fit as a fiddle, Anna!

* * *



118, 118A Departments: Congratulations to Lorne Jackson who is the proud papa of a son, born March 17th. We are pleased to report that Mrs. Jackson and baby Brian are both doing nicely. (Lorne, you will have something more than bowling averages to look after now.)

Our best wishes to Gwen Polding on her recent engagement to James Farquhar of Sioux Lookout, Ont.

By M. Ewing

We are glad to welcome four new members to the mail order advertising: Winnie Smith, Jim McDonald, Jack Snidal and Gordon Forde.

We had a letter from Mr. Neville Smith. Glad to hear he is feeling better and enjoying his vacation.

The staff of 139 and mail order merchandise office got together in a curling game at the Civic-Caledonian on March 17th. A good time was had by all, even if a few of us didn't know much about the game. Let's do it again, gang.

By M. McDonald

Julia Proctocky (117 typist) was rushed to the hospital on March 16th, with an acute appendicitis. However, Julie is recovering nicely, and we hope to see her back at work soon.

The department recently had a visit from Miss Ida Johnson, now retired. Ida is looking in the best of health and we hope she will continue this way.

A lovely wedding took place on March 1st, in St. Luke's church at 6:30, when Jean Duffield was married to Maurice Walsh. Mr. and Mrs. Walsh left on a short wedding trip to the States. The couple are now residing in Fort Rouge.

We, of mail order cash cage, extend our sincere sympathy to Ivy McBurney in the recent loss of her father.

Cupid has been shooting his darts with wanton abandon, and some of the girls in the cage have been the targets . . .

Ruth Lovoie was married to Bob Hallett on February 21st. Best wishes.

Ellen McLean sprang a surprise on us. She is being married to Johnny Lesage. They are having a double wedding after which they will reside in Vancouver. Good luck.

Mr. Leo Fontaine, of 119 department, became a father on March 6th. Son's name is Wayne. Leo's wife was the former Miss Popovich of 119 department.

Stanley Drobko also became a father on February 21st. His son, Raymond Alexander, is already nicknamed Sammy.

By D. Balsdon and R. Soutter

Irene Edwards is displaying a lovely diamond on the correct finger. The lucky man is George Heggie. We wish you both every happiness.

Congratulations to Mr. and Mrs. Stan Houston on the arrival of a daughter on February 24th.

Still on the sick list is Mrs. Donnett and Joe Sigurdson. We hope it won't be long before you are back with us.

* * *

By May Scott

Glad to report that Ruth Zickerman is back to work again after having been away for a few weeks with a broken elbow.

We sincerely hope Margaret McCallum will feel much better after her extended holiday and rest in Toronto. (June will soon



be here, Margaret!)

By N. Robson

A happy bunch of jewels from the mail order jewellery department enjoyed a nice dinner and get-together at the Homestead on March 3rd, in honour of Marion McCosham of department 15, bride-elect of this month.

During the evening Marion was presented with a linen banquet cloth and serviettes from the girls, and a good time was had by all.

Prior to leaving her department, Marion received a china tea set from her associates.

Harry Beach is the lucky man. All the best to you both, Marion and Harry, in your new Saskatchewan home.

Shur'n there was a bit o' Irish twinkle in the eye of Lil O'Dowd of department 15 on St. Patrick's morn when she came to work with that "special" finger a-sparkling.

By N. Joyce

Department W1762: Our deepest sympathy is extended to Percy Stewart and family on the loss of his mother-in-law.

Rekka Sigurdson left on March 4th to be married in Edmonton. She was presented with linens and towels from the department.

A dinner party was held at the Antique Tea Rooms in honour of Siana Haraczay who becomes Mrs. Robert MacGregor April 12th. A presentation of silver was made to the guest of honour.



BASEMENT STORE



Joy Craig left 926 department on March 13th, for Seven Sisters Falls. Before her departure she was presented with a hand bag. Best of luck, Joy!

*

Important engagement ahead for Joan Harling, who received a lovely diamond from Vic Blouffe.

*

Miss Margaret Sweitzer changed her name on March 15th, to Mrs. Ray Gregory.

*

Two gals, each with a tonsilectomy this month; Hazel Finch and Doreen Kearns. Hope the flowers we sent will cheer them up.

*

Bowling Party For 901

The Bowladrome was "taken over" on Wednesday afternoon, February 19th, by 40 members of 901 department. The afternoon was very well spent according to all who were there, and especially enjoyed were the 20 prizes won.

*

Three members of the basement store are on the sick list this month; Mrs. B. Fairburn, Mr. C. Kelly and Miss D. Binns. Here's speedy get well wishes to them all.

* * *

MAIN FLOOR

Stationery Statistics

Miss Irene Walters left us on February 26th to take up new duties with neckwear. Mr. W. Bucham, supervisor, on behalf of the staff, presented Irene with a sterling silver compact.

*

You can never tell about our bowlers, and if you can, you shouldn't!

*

Seems like spring really is just around a corner. Several of the female members of our staff have been indulging in steam baths of late. To encourage or reduce that new silhouette?

*

Noticed some very lovely white satin the other day. Looks like that day of days is nearly here, eh, Margaret?

*

Glad to see Isabel McKnight hale and hearty after her tussle with the dentist. We understand it ended in a draw.

Notion News

Miss Sadie Bragg (button counter) has been ill for quite some time now. We had a very nice note from her the other day so we hope it means she'll be back with us very soon.

*

Members of notions department went on another hike on February 27th. We chartered a bus as far as Lockport and there had a wonderful time tramping up and down hills. The evening ended with hamburgers, dancing and a most enjoyable sing-song on the bus coming home. Aside from rosy cheeks and pleasant dispositions the next day there were no noticeable effects of the outing. Oh, except Mr. McDiarmid's red eye. (That snow wasn't right for snowballs anyway, was it?)

*

Mr. Lambert's mishap kept him from work for quite a while last month. Oh, well, Mr. Lambert, some people can ski, and some can't. We do hope, though, that your knee didn't cause you too much trouble.

*

Button counter in the news again. They (the girls, not the buttons) had a party for Kay Joyce, who is leaving the department. She was presented with an occasional chair, and the best wishes of the staff for success wherever she goes.

*

We welcome Mrs. Alexander back into our midst, and hope that her husband is well on the road to recovery.

*

Another news flash in department 222 and Miss Merlyn McGill proudly displays an engagement ring. All our best wishes, Merlyn, when's the big day?

*

We are glad to see Miss Beth Jenkins back after undergoing an appendix operation. Glad you are feeling better now.

*

Miss Margaret Angus, section head toiletries, won first prize for Manitoba, in a nation-wide essay contest sponsored by Noxzema Cream Co. Maybe she'd like to write one for Contacts?

*

The drug office was a lonely place for a couple of weeks with Helga Danielson away sick. It's certainly nice to hear her voice again on the city order phone.

*

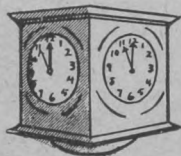
Miss Rosalie Kurtz recuperated quickly from her tonsilectomy. It's nice to have her back on the patent counter and with our bowlers again.

*

Mrs. Heaney, camera counter, was caught up with by "old man flu." Not buying your vitamins from the drug counter, Mrs. Heaney?

*

Sorry to hear that Clarence Russel is in Deer Lodge hospital. Hope he's back by the time this goes to press.



Jewellery Bowls 'Em Over!

Came 12:30 Wednesday afternoon, February 19th, and all the energetic members of the jewellery staff hustled over to the Recreation Bowling Alleys for a few hours of relaxation. (Relaxation, heck, it was hard work!) The effort was well worth it though, especially when the prizes for hidden scores were distributed.

Mr. Tom Humphreys won two golf balls for his bowling and Mr. Bob Robertson a double deck of playing cards. The er, ah, shall we say consolation prize, a picture, was awarded to Mr. D. Dewar.

Dorothy Buckley and Mrs. M. Shaen got the ladies' prizes, a pair of nylons (each, of course), and a couloir le breuvage du gossip* was awarded to Mrs. M. While. A most "worth-while" prize, eh?

* Look that one up, girls.

* * *

SECOND FLOOR



The dress goods department has started an aid-to-Britain collection, and they are doing very well with it.

*

The employment office staff is without Mary Wright, these days. We are sorry to say she is suffering with a sore back.

*

Gerry McGriffin (fancy goods) is back with us after an illness.

*

We're sorry to report that Elsie Cameron (fancy goods) is still away with the 'flu'. Hope to see you back soon.

* * *

THIRD FLOOR



Edith Warren, formerly of the coffee bar, was married on March 4th, to Mr. William Leskui. A set of flatware was presented to her as a wedding gift from the department and the girls with whom she worked presented her with snowy linens.

*

Dancing to the music of a talented accordionist took up much of the evening of the fruit department's party on February 27th. It was held at the Norwood Orange Hall and was attended by about 60 members of the staff. Mr. George Walker managed the party and it was a thoroughly enjoyable evening.

*

All the way from North Dakota came Miss Rose Wozny's fiance on Valentine's Day to give her an engagement ring. Miss Wozny hints on planning a June wedding.

*

The lingerie department bade goodbye to Mrs. M. Moffatt on February 21st. Upon leaving, she was presented with a pretty piece of costume jewellery.

There are two accidents to report from the D.A. office these days. Mildred Schwain scalded her legs badly and has been away for several weeks. Another accident of the same type occurred to Mae Hopkins, who scalded her foot.

*

Harry Lake celebrated the arrival of his first son on February 9th. He weighed 6 lbs. 13 ozs. at birth and will be christened William Harold Lake. Congratulations, "Pop"!

*

The staff of the sporting goods welcomes back Mr. Al Mellis after his "spring vacation." (We're only kidding, Al—about the vacation, that is.)

*

Who says most fellows aren't romantic? Here's another who presented his girl with an engagement ring on Valentine's Day. Miss Bertha Usher (lingerie) is the lovely recipient and her fiance is Lloyd Cairns.

*

The meat department announces that Mr. Tom Keough is now a member of the women's shoes.

*

It's good to see Violet Rainville and Tom Poole back after their recent illnesses.

*

To Mary O'Connell who is away sick, the meat department sends best wishes for a quick recovery.

* * *

FOURTH FLOOR

Many Eatonians seem to be spending a lot of time outdoors this winter. Here's another toboggan party to report. The fur department and their friends took over Polo Park on February 18th and had a real party. Despite the cold there was a very good turnout and soon after 8:30 their shouts and laughter could be heard on the slides. A piping hot meal in the club house which was followed by dancing, climaxed the evening perfectly and everyone went home tired and happy.



* * *

FIFTH FLOOR

The Sturgeon Creek Community Hall was once again the scene of a 300 department party, when, on Saturday night, February 8th, the staff and their friends got together and really enjoyed themselves. Dobby Prudent was hostess and organizer and under her capable guidance, the dancing, refreshments and all were a big success.



*

Cupid brought a diamond to Kay Petrus on February 14th, we hear. The staff of 300C wishes her the best of luck and happiness.



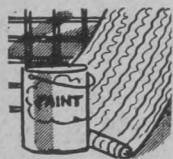
300 Department: Congratulations to Mr. and Mrs. Frank Frampton on the birth of a son. Mrs. Frampton was formerly Jean Lang of the bar, fifth floor.

A presentation was held in the bake shop for Elsie Krotch, now Mrs. Gordon Arnold. Elsie received a bedthrow, bedspread, sheets and pillow cases from the department. The wedding took place in Grace Church on January 25th.

We were sorry to hear Nell Davis's brother died January 6th in England. Nell, by the way, has the cast off her leg now and is expecting to be back with us again soon.

* * *

SIXTH FLOOR



Margaret Dewald (paints and wallpapers) is another young Eatonian miss who received an engagement ring on St. Valentine's Day.

What a lovely thought, to think of Mr. N. Forbes (supervisor 274) and Mrs. Forbes, enjoying a holiday in Florida where the mercury says 80 degrees.

A person well known to the members of the paints and wallpapers rejoin their staff a while ago. The old-timer is Mrs. D. McConnell and it's very good to see her again.

*

There's a new demonstrator in the paints, too, Mrs. G. Gillespie. Hello! from all of us.

*

A lovely baby girl, name of Mary Ann, is a new and welcome resident at the Keena home. Mr. Ted Keena, was passing out cigars with much gusto in January and is still wearing that "proud daddy" look. We hope to have some pictures of the little lady next month.

*

Bill Robinson (carpets and linoleums) is engaged to Olga Derrick (wages office). Bless you, my children!

*

Stock audit staff wish to send their best wishes to Ivy Morris who is ill. Hope she'll be back soon.

*

Two efficient men have left the stock audit recently. The staff has said goodbye to Mark Westmacott who transferred to carpets and linoleums, and to Jack Snidal who is now a member of the mail order advertising.

* * *

GENERAL OFFICE NEWS

By Muriel Purdie

Three more sparkling diamond rings are in evidence in the general office. The three engagements being Mona Grenon to Eddie Howitt; Margaret Dandridge to Albert Svendsen; and Doreen Squires to Jack Knipe. Good luck, all!

Thirty-Eight

Margaret Dunlop left the office on March 1st and was married on March 15th to Corporal Robert W. Brown, Royal Canadian Engineers. The ceremony was solemnized at 7:30 p.m. in Young United Church, Dr. W. E. Donnelly officiating. The bride wore a gown of white moire and carried a bouquet of red roses and double narcissi. Her sister, Jane Dunlop, was bridesmaid. A reception was held at Peggy's Pantry. Mr. and Mrs. Brown will reside in Winnipeg where the bridegroom is stationed.

Upon leaving Margaret was presented with red and white kitchenware as a shower gift, and bedding and linens from the entire office staff. From The T. Eaton Co., Limited Margaret received 1881 Rogers' flatware, "Grandeur" pattern.

*

We are glad to have Ivy Vale back with us again after being ill for quite a long time.

*

We would like to report that Jack (Tommy) Thompson spent a week curling at Glenboro and his team brought back fourth prize. It was reported that three of the games started at midnight and the curlers were not off the ice until 3 o'clock. Also, according to reports, the Glenborites are real curlers (even the nine-year-olds and less) which makes for very keen competition.

*

We are glad to see that your nose is almost better, Joyce (Powell), after your sudden stop while tobogganing. How's the toboggan slide?



SEVENTH FLOOR

A lovely bouquet of flowers was sent to May Farrell (furniture) who is ill.

*

Mr. A. E. Markes has returned from his recent illness, the furniture department is glad to report.

*

Miss Deborah Tibbs (music) is one of the princesses in the much publicized Miss Winnipeg contest.

*

Another new member of the radios and music is Don Smith, formerly with the Wartime Statistical department. (That word is so much easier to spell than it is to say!) Glad to have you with us, Don.

*

In the way of "Coming Events." It seems a June wedding is being planned by Mr. Max Band and Miss F. Gallagher of the wages office.

*

Mr. A. E. Hughes (wages office) is still away ill, but we're glad to report that he is progressing very well.



A broken ankle to report from the shopping service. Miss Joyce Hoccom is the victim of the unfortunate skiing accident.

*

From 147 office comes news of an engagement. That of Miss Louise Ostak and Mr. Norman Hasalm from Kenora. Take a look at her ring girls, isn't it different?

*

Shopping service regrets the absence of Mildred Fisher who is away sick. Hurry and get well, Mildred.

*

Ken McGaw must have got a shock on joining the electrical department recently, because he is now away recuperating. We're really not such a bad gang, Ken.

*

Lucky Mr. J. Hutchinson (supply office) who is on a vacation 'way down in Hot Springs, Arkansas. Have a wonderful time—wish we were there.

*

A bus ride out to Lockport started the evening off very well. The evening of February 19th when the radios and music department had a hike and dancing jamboree. About 40 attended and they really made the place bounce what with balloon dances, bingo games and all.

*

Radios and music welcome Miss Jean Mitchell to the department. Hope you like it here, Jean.

*

Mrs. I. Church is away recuperating from her appendix operation. We hope the flowers she received will cheer her up and speed her recovery.

* * * *

GREAT CURLERS, THOSE AUDIT-ERS!

The general audit office has finished up a big and successful curling season. Four rinks were entered in the city group; two out of these four won their group championship. **Ian Dickson's rink won the McIntosh Memorial trophy, and Ken McGaw's rink copped the Grain Exchange Curling Club group championship.** Personnel of rinks: Ian Dickson, skip; Tom Elliott, third; Frank Halldorson, second; Watson Wood, lead. Ken McGaw, skip; Bob Ferguson, third; Harry Beatty, second; Ray Cooper, lead.

Both McLennand's and O'Grady's rinks also curled, but found themselves holding back a lot of good shots for next winter.

The general office (in spite of the impressive array of champions in the audit) had the nerve to challenge the audit office to a game on March 13th, at the Civic-Caledonian Curling Club.

The general office mustered the best material they had—Walter McNaught (who is a bit of a dark horse and is kept in reserve for the more critical games) was called on to skip the general office rink, and Earl Ramsay, George Paull and Tommy Thompson supported him. Tom

EIGHTH FLOOR

Here's a coincidence! Two appendectomies in the ticket writing office at the same time. The unfortunates are Elsie Rosen and Alva Pariseau, whom, we trust, will be back at work by the time this Contacts goes to press.

*

What a sparkler! The ticket writing office is a much brighter place these days and there are two good reasons for it. The glow surrounding Irene Ruff is one and secondly, the reason for the glow, that beautiful engagement ring she received from her fiancé, Bill Wesley, on March 8th. They haven't set the date yet, but we wish them, ahead of time, all the happiness in the world.

* * *

PRINTING PLANT PATTERN

By Miss M. Hoffman

It's nice to see Pete Heiland and Mr. H. Gallagher back with us after their accidents.

Messrs. P. Macintyre, H. Chatterson and Preston Wylie are all in Deer Lodge hospital. Hope to see them all back soon.

We will miss Phyllis Longmuir who left March 6th to continue her course as hospital technician. On leaving the department, she was presented with a Sheaffer pen and pencil set.

The girls received a letter from Winnie Thompson who left last fall for New Zealand. She was married there on February 8th.

Our sincere sympathy goes out to May Adderley on the passing of her mother, Mrs. A. Adderley, on February 27th.



CONTACTS

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Editor: W. E. C. HURLBURT
City Advertising



AWAKENING

March winds blowing light and gay,
Spring is coming back to stay.
Winged citizens in great throngs
Sing us happy springtime songs.

Flowers blossom forth so bright,
Spreading colours gay and light;
Children hearken at their play,
Greeting springtime's lovely day.

Spring is born. Love once more
Comes a-knocking at the door;
Wake up, lovers, from your sleep—
Slumber is only winter deep.

—W. Lampé.

SEVEN MORE "EXILES"

Just before putting the March issue to bed we wrote a hasty salute in rhyme to all the Irish-born Eatonians we could recall around Winnipeg store. Evidently our memory was as bad as our ballad because we did overlook at least seven. And here they are:

Mrs. Margaret Baillie, fashion salon.

Miss Eba Cummings, women's coats and suits.

Bill Wright, lumber.

Jim Anderson, boys' clothing.

Bob Gregg and **Tom Moore**, receiving room.

Hugh Eakins, men's clothing.

Shure, it's sorry we are! And if
there are still more av yez—we're
still sorry!



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In Memoriam

MR. DAVID DICK DIES AT COAST

Mr. David Dick, a former supervisor of the carpet department, died Thursday, March 6th in Vancouver. Mr. and Mrs. Dick were spending the winter at the coast. He had been failing in health for some months.

Born in Edinburgh, Scotland, in 1877, Mr. Dick came to Canada in 1905, worked on the construction of the T. Eaton store and continued with the Company thereafter.

An enthusiastic golfer and curler, Mr. Dick won a number of competitions in the Eaton clubs. He was also a Mason, member of Ancient Landmark Lodge, and a member of Westminster United Church.

Besides his widow, there are three daughters: Mrs. Claud Roberts and Dorothy, Winnipeg; Grace, Toronto; and one son, David, of Vancouver.

Mr. Dick was laid to rest on Monday, March 10th, a large number of Eatonians attending to pay their last respects.



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LEONARD POWELL

A member of the mail order packing department for nearly four years, Mr. Leonard Powell passed away on February 17th. Len was greatly admired and respected by all. A deeply religious man, he lived up to his spiritual convictions in his daily life and reflected it in his kindly manner and pleasing personality. In World War I he was prisoner of war in Bulgaria. He leaves a widow and three children.

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FRED WALTON

It is our sad duty to report the passing of Mr. Fred Walton of the painters' staff, who died on Tuesday, March 18th. A painter and wood finisher, Fred had been with us for about four years. He was a steady, capable worker, well loved by his associates for his fine personal qualities. A veteran of World War I, he leaves a widow and grown-up family of two sons and a daughter.

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Our deep sympathy goes out to **Mrs. Cliff Butler**, house furnishing section, Brandon store, on the passing of her father, Police Chief Harry Everett. Mr. Everett, who was head of the Brandon police for almost 21 years, completed more than 40 years of service as a police officer in the Dominion, passed away on February 20th.

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We extend our deepest sympathy to the following Eatonians who have recently lost someone dear to them:

IN THE LOSS OF A MOTHER

Mr. W. Wark (despatch)
Mr. R. Wark (drivers)
Mr. H. Kuhn (basement meats)
Mr. E. Laws (draperies)
Miss McKie (women's neckwear)
Mr. F. MacRae (doormen)
Mr. P. Longstaffe (mail order dress goods)
Mrs. D. Aikman (head cashiers)
Miss M. Adderley (printing)
Miss C. Reid (mail order neckwear)
Miss A. Burdey (mail order packing)
Mr. J. Quinn (life assurance)
Mr. C. R. Bowman (mail order packing)
Mrs. J. Farmer (groceries)

IN THE LOSS OF A FATHER

Mrs. Colborne (printing)
Miss M. Hansen (superintendent's office)
Miss D. Marshall (mail order copying)
Miss M. Mychniow (mail order dress goods)
Miss N. Ivanchuk (mail order money returns)
Mr. J. Spillett (mail order money returns)
Miss I. McBurney (mail order cashiers)

IN THE LOSS OF A SISTER

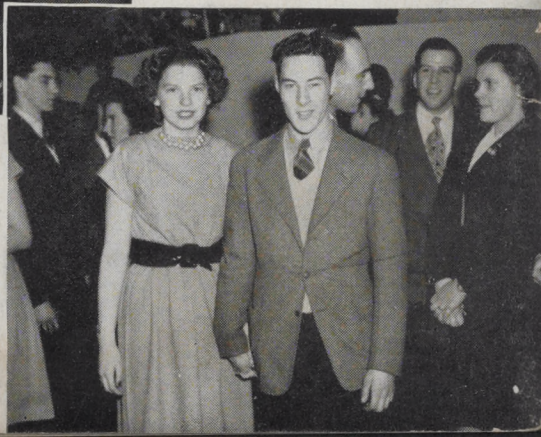
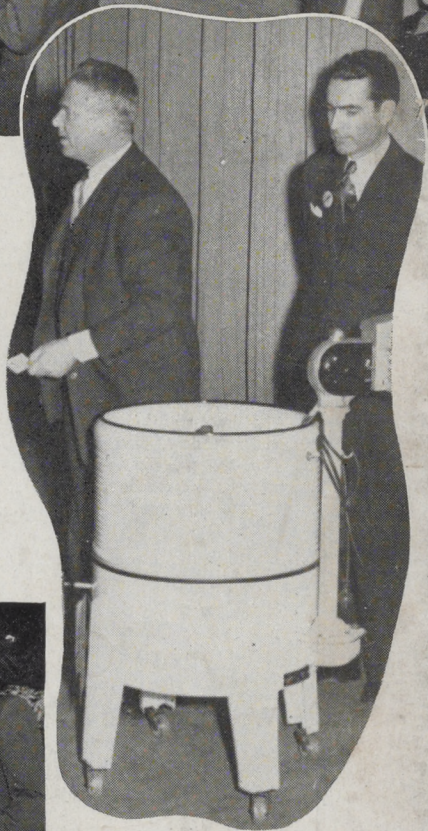
Mrs. Halervich (grocery packing)

IN THE LOSS OF HIS WIFE

Mr. J. Quinn (fire inspectors)

IN THE LOSS OF A BROTHER

Mr. C. M. Sinclair (budget plan)
Mrs. R. Brown (mail order packing)



THE T. EATON CO. LIMITED
WINNIPEG CANADA

Have You Completed the Other Side of This Sheet ?

The Basic Three Subjects We Have Heard Of All Our Lives—

- **READING**
- **WRITING**
- **ARITHMETIC**

are so important that any who desire to progress in business today need to see that they are not rusty.

All new salespeople are now tested in arithmetic—yes, multiplication, addition, fractions—and this means being able to read correctly as well as figure out the correct amount to charge the customer.

Those being considered for promotion are now given an examination involving problems in stock turnover, mark up, and the usual things included in handling merchandise.

Writing plays a definite part in many branches of our business, so no one can afford to allow these **THREE SUBJECTS** to become lost through the years.

Those in the Educational Department are always glad to discuss with you any problems you may have regarding preparation for further responsibility, more enjoyment out of your present job, or any other problems you may have in relation to making the most of your abilities.

SELLING IS BASIC IN MERCHANDISING

Those who aspire to executive responsibility in a merchandise department must recognize that merchandising is essentially selling. Supplement your practical experience by study. **USE EMPLOYEES' LIBRARY, EDUCATIONAL DEPARTMENT, OFTEN.**

THE T. EATON CO. LIMITED
WINNIPEG CANADA

[OVER

PERSONAL INVENTORY

Why Not Take Stock of Yourself ?

Have you been studying in your spare time? Or reading systematically for self-improvement?

Have you developed new hobbies or other interests that may help you to progress?

The Company is interested in knowing what you have done to help yourself. If you are trying to fit yourself for advancement (check the other side of this sheet) in your own or some other job, DON'T keep it a secret!

**FILL IN THE BLANK BELOW AND FORWARD IT TO THE
STAFF SUPERINTENDENT, 7TH FLOOR, STORE**

Courses Taken Recently:

Name of Course	Where Taken	Date Begun	Date Completed
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Books Studied Recently:

Title	Author	Subject
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List any new activities, interests or hobbies that might be of special interest to the Company:

Would you like to be advised of special courses available in the future?
If so, indicate what particular subjects interest you:

Name

Dept.

No.

Date